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# CHAPTER 1

## Starting The Process

Welcome to Product Creation Workshop for Beginners. We're going to talk about starting the process of creating your digital information product. This chapter right here will cover the nuts and bolts. This is the very basics, the starting point. So let us begin.

As you know, you can and should make valuable, profit pulling products even if you don't want to create the content yourself. The great news is, there's a lot of ways to do this.

There's nothing more important than creating digital products. It's something people have been doing for many years, and it's the most profitable thing they've ever done online. Many of those make money in many different ways, but product creation is the number one by far.

Now, let's discuss why you should create products and the fastest ways to do it. Here's why this method works.

### **You make more money!**

The big difference between being a product creator and being an affiliate is you make 100% of the sales rather than splitting it with your affiliate.

As an affiliate, you tend to make 50% commissions. As an affiliate, when you promote a product, you can only capitalize on *your* traffic. But when you've got your own products and set things up right, you can capitalize on traffic other people send. Those are your affiliates.

Creating your own products is a way to build an asset portfolio as well. This all happens because once you start creating your own products, you can sell these products to the people who buy your next product. You can actually build funnels that are going to make you more money.

These are skills that you develop in the process of building your products. It's a more advanced way of making money online. This process works much better than launching over and over and over again and promoting somebody else's offer.

Having your own products allows you to build your asset portfolio and create funnels that connect from one to the other. When somebody buys this one and is added to your list, you can automatically offer them a previously made product. It's a very powerful way to create consistent money.

You can literally make money on autopilot. You may have heard this many times:

***create something once and sell it over and over and over again.***

When you create products, they're digital. Everything is done automatically. You set up systems so that when a customer views your sales page and buys, they access your members' area.

This all happens without you having to lift a finger once you've set it all up. You literally can be sitting on the beach sipping on a piña colada or asleep in bed while your business runs on autopilot.

Think about that for a moment, the fact that you have digital products that can be making you money while you sleep gives you quite an advantage over the traditional business model.

Even physical product/eCommerce stores and other types of online business models tend to require constant monitoring, constant checking, particularly if you're running ads or SEO. Your presence is needed, so there is still a degree of trading time for money.

With digital information products, you create that digital information once. Once you compile it, put it together in a nice package, and put it up, it can make you money over and over again once you just set up the process.

In many cases, you don't even have to create it; that's what we're going to be talking about later on.

Once you've set this all up correctly, you'll have affiliates working for you. You won't have to worry about driving traffic.

For example, you may know very little about SEO, search engine optimization. It may be something that goes over your head.

However, an SEO expert can be driving traffic for you. You don't have to learn that part of your business. Just like you don't have to learn how to do Facebook traffic, blogging, or anything else if you don't know how to already.

If you build the right army of affiliates, you'll find you've got affiliates who are experts in many different areas that are all driving traffic to your offer.

Once you begin building this army of affiliates, you can sit back as they drive the traffic for you. You don't have to go out there and master all of these many different traffic methods because affiliates are doing it for you.

J. Paul Getty said **he would rather have 1% of 100 than 100% of 1.**

What that means is that if you're the sole person that's driving traffic to someone else's product, then you're only making money off of *your* efforts. You have to do 100% of the work.

Now you have to ask yourself, wouldn't it be better to have 100 people driving traffic to your digital information product? You'll now have replaced yourself being the total traffic driver.

**You don't have to do 100% of the work if you have 100 people doing 1% each.**

If 100 people can do only 1% of what you're able to do, then you've replaced yourself, and you can be making money automatically while you're working on your next offer or service, which again, you're going to get affiliates for. It's a very powerful concept when you have affiliates working for you.

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### **Three Email Lists You Should Have**

You should know that you can build multiple mailing lists from each product. Each product you create will build three mailing lists.

One of these will be your **prospect list**. You may have people hitting your sales page or your squeeze page. You might have an exit pop where you offer something for free if someone leaves without buying, or maybe you can offer a lead magnet.

You will have an **affiliate list**. When you set up your affiliate program and your affiliate page, you'll be collecting those potential affiliates' emails as well.

Most importantly, the biggest list of all is the **customer list**.

Every time someone buys your product, you add them to your mailing list. A customer is worth 10, 20, even 30 times more than your standard subscribers.

A customer is proven to buy products and buy products from you!

As long as you do things right and provide value, as you create your next product and the products after, they will be buying your stuff.

This is probably the number one benefit you'll see when it comes to creating digital information products. When you're promoting somebody else's products, you're not collecting the list; you're not capturing those buyers.

When it's YOUR digital information product, all those affiliates who are sending you traffic are sending you customers. When those people buy, they will always end up on your list.

Creating digital information products works because you're developing these mailing lists by default. That's a very powerful thing because you can continue monetizing them.

Once they're on your list, you can continue promoting offers and products to them. Your customers will not just buy one thing, and that's it.

When other people send traffic to you, you can monetize that traffic over and over and over again, because you've built a customer list. This is super, super powerful.

**It's one of the most important things and reasons to create your digital information products.**

Creating your own products and services is by far the best way to make money online. You look at any successful marketer out there, and they will have at least one product or service offered for sale.

It doesn't matter what you do or what you're an expert at. If you've found someone who's an expert with Facebook ads, making six figures a month from those ads, I guarantee they'll have a product that teaches their methods.

Nine times out of ten, if you master a method, you figure out where you can build a list or drive traffic, make sales, or whatever it may be, you will usually always make a lot more money teaching the method. I don't know of one marketer who's successful that doesn't offer some product or service.

Essentially, being an affiliate and promoting other people's products, whether it's a product, a store, etc., you're the affiliate.

You must continue to find new offers to promote, and you're continuing to have to do the work each day. When you wake up, much of the time, you'll have to think about what you are going to promote that day.

But as a vendor, as someone that has developed their own digital information products, that isn't the case.

A product that you created last month can continue to make you money months and even years later. Sales come in automatically because the product, that digital asset, remains on the internet to be found by people.

**This isn't the case with affiliate marketing.**

We're not saying you can't make a residual affiliate sale from something you promoted last month. We're just saying those sales are very far and few between instead of the daily sales that can come in from your own digital information products.

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## PLR Solutions

It's time to talk about private label solutions because one of the big fears many people have is creating content. Many people have never made their own products. They don't know where to start and believe it to be very difficult.

### **But it isn't.**

It's easy when you use Private Label Rights products because the hard work has already been done for you. Somebody already created the content. Somebody has already done the writing, has already done the heavy lifting, and they're allowing you to use it as if it's yours!

Once they discover Private Label Rights (PLR), many people are amazed at what you're able to do with it. It is awesome what you're offered by using PLR.

Someone else has already created the content, and you use it as you want. You can put your name on it and sell it as your own product. It's why many people are blown away once they see how easy and effective it is to use for your own products.

Someone has already gone through the trouble of doing the research and sometimes making sales. In fact, many times, PLR is something that has been proven to sell already.

The PLR creator has done everything for you, and then you can take that content and make it yours. It's amazing. When you think about what you can do with PLR material, as you'll see throughout this book, you're going to discover that most of the work has already been done.

If you're still wondering what exactly PLR is, or don't get it, let me explain.

If you've ever gone to a supermarket or any store for that matter, you've probably bought a Private Label Rights product.

Have you ever purchased the bargain brand or the *store* brand bread? Perhaps you bought the store's bargain brand instead of Q-tips. The store brand is many times, is just a private-label version of the original *name-brand* version.

This is exactly what we're talking about.

It's fast. It's already there. It already exists.

You don't have to start from scratch. Somebody already made it. Think of the amount of time that this saves you.

If you were going to create a digital information product from scratch, you would have to research, do an outline, and start typing content.

It would literally have to come from your head, to your hands, and into your keyboard, but that's not the case with private label material because it's already there. It saves you a tremendous amount of time.

Some private label sellers will sometimes spend thousands of dollars and hundreds of hours putting something together. You're buying all that time! You don't have to put that time into creating that product. It's already been done for you.

PLR material has often already been offered for sale by other people or maybe by the PLR creator themselves. You've now got something that is already in demand.

Besides creating the products, one of the most challenging things as a vendor is to make the market for the product, to create the buzz, the anticipation, the desire, the customers, and the traffic.

But if you're choosing a pre-existing PLR product, chances are it was made because it is already in demand. If not, the PLR creator wouldn't have spent the time creating it. This is very powerful for you because you know it's proven to sell.

The fact that the product creator has actually gone out, proven the market is there, and usually made a ton of sales, this proves the material is still relevant.

We understand that some people get the common misconception: *“well, it's already been sold... who's going to buy it now?”*

Don't worry; we will cover this later and show you how you can make it yours. The niche research has been done already, the funnel has been tested, and the sales page has been tested. These are just some things that make PLR very valuable.

### **Don't fall victim to that scarcity mentality or thinking, it's oversaturated.**

Remember, it's the internet, people come online every day trying to learn this specific thing that you're teaching, and you're selling, so don't have that mindset.

### **Enhance Your Product And Services**

PLR can also enhance your product and services portfolio. You can create more stuff than you would if you were starting them all by yourself from scratch.

The more digital assets you have in your portfolio, the more established you're going to become. This is what PLR enables you to do. It allows you to expand your brand.

The more products you have under your belt, the more buy buttons you have out on the internet, the more money you will generate.

Let's say you have five products out there making ten sales a day, or you have fifty products out there making one sale a day. The fifty products making one sale a day is going to make you more money.

Plus, it's getting your name and your brand out there. You're getting recognized as someone who can create multiple products, and it's enhancing your reputation.

What we're talking about are quick and easy income streams. Once you start creating products from PLR material, you're going to be able to do this fast and make a system.

You will be able to begin churning these things out. That's the key. The key is putting buy buttons out there.

Common sense dictates, the more buy buttons you have out there, the more sales you're going to make. And this is a quick way to do it.

Once you've got the system you're going to learn in this book down, you could quite possibly take a piece of PLR on Monday, and by Thursday or Friday, you're launching it and putting it out there. You could be generating sales.

You can even do it in a day or two once you've got this process down.

Creating a product entirely from scratch is going to take longer. If you set yourself a goal and do this once a month, you'll have twelve products online at the end of the year. You could easily do this once a week once you get this down and have 52 products for sale online in just one year.

## **Private Label Rights, What Can You Do?**

Now let's discuss what rights you receive with you purchase a PLR product.

First, you've got "**Resale Rights.**"

This is the most basic form of rights you can get. It allows you to resell the product without making any changes.

This is also the most restrictive type of rights you get. This is not to say getting Resale Rights to a product is terrible, but if you're just starting, it probably won't work for you very well unless you've got an established way of driving traffic already.

You could often pay \$1000 for a product with Resale Rights, especially if it's limited to a certain number of people.

From there, you would be able to quickly promote it to your subscribers, if you had them, and generate thousands of dollars. But, when you're starting, Resale Rights *may not* be the way to go.

Think about it as getting 100% commission on something, with the ability to resell something as it is without the vendor keeping any of the money.

Having the right to resell it doesn't give you the flexibility to change the sales page or put your name on it, at least not typically. Essentially, reselling is almost like getting a 100% commission on somebody else's product.

### **Master Resale Rights**

The next offered after that is “Master Resale Rights.”

This is the same as Resale Rights, but it allows you to offer Resale Rights to your customers. If you purchase a product with Master Resale Rights, you can then offer it for sale with Resale Rights for the product as well.

You can sell it as a standalone product, and you can have an upsell where you offer the Resale Rights to the product itself.

If you're getting Resale Rights for anything, it is recommended that you look for ones that also have the Master Resale Rights so that you can sell the resale option as well.

Some people have created entire stores where they just sell the rights to products they've purchased. It's beneficial to have Resale Rights to sell the product, but you can create another income stream by selling the rights to the product you just purchased.

This is a very powerful way to diversify your income.

### **PLR With Restrictions**

This is probably the most common form of PLR. You can usually modify the content and make changes. You can put your name on it, you can change the format, or whatever it may be, but there might be certain restrictions.

Usually, when you obtain a product with PLR, there will be a document at the bottom of the page, and it will tell you what you can and can't do.

For example, it might say you can't give the product away, or it may say you can't use the product as a bonus.

It depends on what you want to do with that product. If you plan to re-modify it and relaunch it, then obviously that will interest you. If you plan to use it as a bonus and you can't do that, then obviously this option wouldn't be useful for you.

This is powerful because if you have a specific use that you're looking for when purchasing a PLR product, you have to check first and see if the rights may be restricted.

Usually, there will be a small document that comes with the product that is the license. This document will tell you precisely what you can and can not do with that product.

There are specific reasons why the person that created the PLR material might not want you to do certain things with it.

However, it's still a very powerful way to get the rights to modify something and put your name on it without having to hire a ghostwriter to create it from scratch for you.

## **Unrestricted PLR Rights**

Nine times out of ten, you can do whatever you want with this content. You can sometimes even offer PLR Rights again.

You can do whatever you want with it. For example, you can use it for bonuses, use it on a squeeze page as a lead magnet, repurpose it, create funnels, or whatever it may be. This is a favorite for many creators.

If you find someone who's putting good quality stuff out there, and they don't have any restrictions, it's very powerful what you can do with that material.

Unrestricted PLR is excellent because you can use the material not just to create the product, but to create the marketing material as well. You can use parts of it to create blog posts, parts of it to create ads, parts of it to create videos. There are so many possibilities.

We could probably list dozens and dozens and dozens of things you can do with the material if it's unrestricted. You can change the material, put your name on it, and you're an instant author. That's a very powerful thing.

## **Developer and White Label Rights**

This is slightly different. It's usually offered with software, plugins, and things that fall into those kinds of categories. Typically, this allows you to pass on whatever that software will enable you to do.

Let's say you've just purchased a webpage builder. Usually, it will have personal rights. This means you can only build websites for yourself. However, they will often offer you Developer or White Label Rights, which means you can use that page builder and build sites for clients.

As you can imagine, that is very powerful indeed. If you find the right software, put the best system, and offer together, you could provide a website building service and use Developer or White Label Rights to build sites for clients.

It's not necessarily digital *information* products where you would get Developer or White Label Rights for. This is something else, something supplemental. Imagine the possibilities if you had a digital information product that taught someone something, then as an upsell or a backend sale, you offer them a software.

This can be either a service that they log into and use to simplify the process you taught in the information product. Or they can download and use, all while you hold the right to claim authorship because you bought the rights to it.

You can purchase the Private Label Rights to it or the White Label Rights, which just enables you to put your brand, your logo, your name, or just offer it. The key is you're now able to get 100% of the money from a piece of software, some material, or a service that you didn't create.

You didn't have to invest the time, the research and development, and paying the programmers and coders. This is also a very powerful option that you can do if you're looking for something to purchase rights to.

Something else to think about as well...

Let's say you can find a White Label version of a plugin. You get the script, create the updated version of that product, and put your name on it. You can quite often offer a developer or white label version of your product.

Let's say you sell a plugin that generates ads on a blog, you can offer Developer Rights, so people who bought it can now put ads on other people's websites.

Now, you might sell the plugin for \$20, but you can then sell a Developer Rights for \$47. Anyone interested in building a business using your plugin will be interested in Developer Rights.

## **High-Quality Products**

The secret to making this all profitable is simple....

**Only use high-quality products!**

Try to find PLR sellers that have a reputation for putting out excellent quality material. There are a lot of people out there that sell Private Label Rights.

A simple search for PLR and the specific niche or market you're searching for will probably result in hundreds, if not thousands, or more results. There's so many out there that sometimes it's become watered down.

You want to make sure that you do your homework before you just start grabbing PLR from anywhere.

Not just do your homework as far as the source, but when you make or purchase something with a PLR, you have to also read it. Go through it. Make sure it's high quality and worth putting your name on.

### **You'll find the reputable sellers.**

Many top PLR creators will offer a back catalog. For example, you might buy one PLR product, and as an upsell, they might offer the previous twenty products they have created.

They also might have a monthly service where they give you different materials each month as well. If you find reputable sellers, that's gold because then you've got a constant stream of fresh, high-quality material coming in.

## **The Sales Funnel**

You need to build an effective sales funnel. If we're talking about making your PLR profitable, then you've got to realize that there is a lot more to it than just creating a digital information product that looks awesome or reads well.

You should create a sales funnel with at least three offers in total. That's what's going to make it enticing to affiliates as well. Affiliates are the ones that are going to send you the traffic. They're the ones that are going to send you customers by recommending your product to their list.

### **What's going to attract an affiliate?**

Well, it's going to be the potential for making money, and that's why you need a sales funnel.

It's very, very important that you have at least two or three products in your funnel. If you take a product and just slap a \$10 buy button on it, the affiliate will only get \$5.

It's not going to be a very attractive offer. But if you've then got, for example, a \$27 upsell or a \$47 upsell, possibly something recurring, then that affiliate is going to be attracted to your offer.

If you're doing this, you might find you've got some PLR material on a particular topic. However, there's not enough to create a sales funnel.

You may then have to do some more research and find some more material. It's quite common where you maybe take three to five PLR products, repurpose them, and come up with a sales funnel that contains three products in it.

## **Build A Mailing List**

The most important thing that you're going to do in all of this is to build your prospect list, your affiliate list, and, most importantly, your customer list.

That's an essential part of making it profitable because it's not just the money you make from releasing and publishing the actual product you created out of the PLR, but it's what you're going to do subsequently.

It's what you're going to offer those customers the day after, the week after, and the months after their initial purchase.

Nothing is more important than building your mailing list, and I'm shocked at how many people still don't do it. We all know the term; **the money is in the list.**

One thing I will say, no matter how you came to be here today, there's every chance you've clicked a link in an email, and you've ended up here, in this course, and now reading these very words in this ebook.

I want you to think about that because that's the biggest thing you will do.

Yes, you make money selling your product, but you build that customer list. When you do this, you can make cash on demand from promoting your other offers and affiliate offers. **Nothing is more important.**

## **Attracting Affiliates**

When it comes to getting those affiliates on board and telling them what they need to do to promote your product, you need an attractive affiliate page. When we say an attractive affiliate page, the word *attractive* is probably the most important word in that sentence because it's marketing.

### **In marketing, image is everything.**

Your affiliate page is what's going to *sell* the offer to potential affiliates. You need to create something that attracts the right people.

You have to imagine it's a sales page to recruit affiliates. You've got your sales page to sell your offer, but your affiliate page is there to sell to potential affiliates. You also need to make sure you've got all of the tools in place.

For example, let's say you're having a seven-day launch. How many days' worth of emails do you think you should have in there?

You should have at least seven. Unfortunately, many people have launches where they might have a seven to ten-day launch but only put two or three emails in there. They also don't have attractive banners. Many affiliates can drive traffic from using banner ads and things like that.

You need to provide every single tool possible, but your affiliate page's look is very important.

### **Make sure you're using professional graphics.**

Hopefully, you'll be using a PLR vendor who has given you the source files as well. From those, you can manipulate them and make them very attractive. It's incredibly important that your affiliate page is the best you can make it. **Remember, it's a sales page to recruit affiliates.**

Most people are so focused on making their actual sales page convert visitors into buyers. Still, they seldom realize that if you don't have an affiliate page or JV page, that's been converting affiliates into partners for 30 days, your sales page's conversion rate will be insignificant because it's the affiliates that are going to send you the traffic.

### **Remember, if you want them to mail seven times, give them seven emails to send.**

If you had a brick and mortar business and were hiring salespeople, you'd have to train them. You'd have to teach them what your products are.

You'd have to explain how you want them to offer those products to people. You'd have to provide the tools for them. You'd have to give them business cards, flyers, or whatever they need to push your product.

### **That's what the affiliate page is for.**

**Affiliates can be lazy.**

### **INSERT LAZY IMAGE HERE?**

Let's just say you've got two similar offers. You've got one affiliate page with all of the tools needed, and you've got another affiliate page where the actual product could be better than the first, but there's not much on that affiliate page.

**Which product do you think the lazy affiliates are going to choose?**

You should assume that nine out of ten affiliates are lazy. They'll want to get that email queued in, sent out, and then they want to go and do something else. You have to give them as much material as possible.

## **Affiliate Platforms**

You must choose an affiliate platform with a marketplace. You're going to learn about the different platforms that are out there.

There's no reason you can't put your digital information products on multiple platforms because different affiliates sometimes use other platforms.

You might use JVZoo to attract a specific type of affiliate that primarily uses JVZoo for promoting products. You might also list that same product on ClickBank. There's no reason that you can't.

The point is; different platforms have marketplaces where you can list your digital information products. Affiliates in the market looking for something to promote will be able to see it.

Then they go to your JV/affiliate page, and if you did a good job there, they'd choose your product to promote it that week or sometimes even that very day.

These platforms we mentioned make it easy. For example, if you want to go and promote a product from JVZoo you just click apply. If you want to promote the product on WarriorPlus, you click apply. ClickBank, you only get your ClickBank ID.

You don't want to use in-house affiliate programs to ask for your name, address, and shoe size. You don't want a form where someone has to put multiple entries in to sign up for your affiliate program, and then they have to wait to be approved manually.

Most affiliates will just not do it. No matter how good your product is, you need to make it as easy as possible for the affiliate to get their link, add it to their email, and hit that send button.

That's one of the benefits of using a platform with a marketplace. It's not just the fact that the marketplace gets you exposure for your product. Still, it's also that the platform itself handles many things like collecting the name and contact details for that affiliate, even the tax information, etc.

**These platforms handle all of that stuff.**

## **Mortal Pitfalls**

Let's talk about mistakes. First of all, you need to plan this out. You don't want to grab something and then think, *“what do I do now? Do I put a buy button on it? Which platform am I going to use? Am I going to have a sales funnel?”*

You need to map it out. Plan what the product will be, what it's going to cover, what the upsell will be, what prices you're going to charge, what commissions you're going to give, etc.

**If you don't plan to succeed, you're planning to fail.**

**If you fail to plan, you're planning to fail.**

You must create a process for yourself as you're doing these. What will eventually happen is, you're going to get results, and you're going to be able to repeat those results.

Whether they were great results or not so great results, you can always look back at your plan and see how you will need to adjust it.

If you're just throwing a bunch of spaghetti on the wall, hoping that some of it gets stuck, you have no way to go back and see where you may have dropped the ball. You need to know how you can improve this for the next time when you create your next digital info product.

Every time you do this, you now have a premade plan for your next product. The more you do it, the more you learn. The more you find out where you went wrong, all the potential pitfalls, over time, it's going to get easier for you.

For example, not creating an affiliate program, this one goes without saying. If you decide to stick a PayPal button on a page and drive traffic yourself, you can only capitalize on the traffic you drive.

Yes, you will keep 100% of the money, but affiliates are the key to success. And remember, we're selling digital products here, so there are many possibilities to get a lot more traffic and commissions in the future.

You can offer up to 100% commissions. I know some people may ask, *“why would you offer 100%? Why would you give all the money away on the front end product?”*

Remember, the thing we're building is a customer list. It's not uncommon to give away 100% on the front and then maybe 50% on the rest of your funnel. But you **must have an affiliate program**, and that's why a marketplace is so vital, as we discussed earlier.

Think of it as a loss leader. Loss leaders are very powerful. A loss leader is what this is called when you give affiliates 100% on your product. You are letting them know that you are going to lose money on the front end.

Even though you invested time and effort in creating the product, you're giving away the profit of that for more customers.

The whole purpose is that you're going to earn big on the back end because once you get those leads, you can now make 100% on whatever products you promote to them, specifically if you're mailing your own products.

There are also high ticket offers. We'll talk about that in a little bit. We'll show you how you can put high ticket offers on the back end as well.

If you don't have affiliates on board, you are leaving all the money on the table. People become victims of this quite often.

Their first time they create a digital information product, they think, *“that's it, I've got a website on the internet. I've got a buy button. I'm going to be rich. Honey, quit your job. We are good.”*

Do you know what happens? Nothing. No one buys it because no one knew about it. They are the only ones that knew that their site even existed and that the product was fantastic.

You must realize that you have to recruit affiliates. Only then can things start happening, and you will see more sales starting to come in.

## **Build A Sales Funnel**

Another common mistake by not planning is not building a sales funnel. Let's say you've got a \$10 report that you've taken, repurposed, and changed the graphics, the title, etc. Now you offer affiliates 100% of \$10; if that's all they can earn, most affiliates won't promote it; you'll need to put a sales funnel in place.

Affiliates will look at your offer, and they will usually think, *“okay, what's the potential that I can earn from this offer?”* A good affiliate will look at the offer and look at the product, but nine times out of ten, the affiliate thinks, *“what's in it for me? What am I going to earn?”*

If you're only offering, for example, 50% of a \$10 ebook, you're going to struggle. You need to build that funnel so affiliates can earn more commissions.

A sales funnel is a powerful way to get a prospect to buy not one thing, but to buy multiple things. It's just a logical way of selling. You don't try to sell everything on the main sales page because that may push people away.

Instead, the sales funnel guides the prospect through the purchase decision by saying, *“Hey, do you like this? What about checking this out?”* After each thing that you offer them, you show them something else.

If they don't buy it, then you can show them a different thing. You don't want to create something that has too many things to push people away, but you should have a few. Three or four upsells or downsells in your funnel will ensure that you make more money and ensure that your affiliates make more money, and that is the key.

I know we continue to mention this, but you must understand that building a list is the most important thing you have to do. You need to be doing this with all of your offers.

Every website you have online, a blog, whatever it may be...**you should be trying to capture the prospects' email.**

Let's pretend you've got someone who looks at your offer. When they look at it, they decide to click the X in the corner and shut the page, and nothing happens. This is a mistake.

You should have an exit pop there saying: *“Wait! Would you like a free chapter?”* Offer something there, because if you capture that person's email, you're going to be able to follow up with them. If you don't offer anything, they are gone, and the chances are, they aren't coming back.

As we've said before, building your customer list when people buy your product is easy to set up too. All of the marketplaces allow you to integrate with services like AWeber, GetResponse, and more.

When a customer buys, they're added to your mailing list, and you can follow up with them. You can offer support; you can offer advice and offer other products and services.

Growing a list is imperative. We could mention this in every chapter of this entire ebook, and it still wouldn't be enough because many people don't realize all the opportunities they have to build a list.

**Many think the way you build a list is to make a squeeze page or get solo ads.**

That isn't the case. The reality is that every single time that somebody buys something from you or considers purchasing something from you, that's an opportunity to build your list.

Like the example, you just read of adding an exit pop and saying, *“Hey, look. Before you go, why don't you try getting a free chapter of my product?”*

You are giving them a reason to stay, which allows you to sell them again. That will enable you to add them to a sequence of emails that will build trust with them because they were leaving your page for one of two reasons.

**1. Either they just shouldn't have been there, to begin with, or**

## 2. They just weren't ready to buy.

Maybe they weren't ready to purchase because they weren't familiar with you or the product yet.

Putting them on a list allows you to keep building that relationship and selling them that product. When they purchase it automatically, they are then added to your customer list, which allows you to continue to monetize them. **There is nothing more important.**

Some people say they don't want a bunch of freebie seekers on their list. I hate when I hear marketers use the term freebie seekers. *"I have a list of freebie seekers, and they just don't buy."*

That's crazy talk. Don't ever fall into the trap of, *"I'm not going to capture people because they're just freebie seekers. They're just looking for free stuff."*

Have you ever gone shopping in a mall, and a salesperson will ask, *"Can I help you?"*

How often have you told them that you're just looking? That doesn't mean you're looking for something free. It doesn't make you a freebie seeker. It just means you're not ready to buy yet.

There's no such thing as a freebie seeker. There are only leads that haven't bought yet. These are customers that haven't purchased yet. If you're focusing on building your list, then create lists of customers, and you should build lists of customers that haven't bought yet.

## Drive Your Own Traffic

Finally, a big mistake the people make is not actively driving their own traffic.

Yes, you can recruit affiliates, and they can do all of that for you as well, but you should also be actively driving traffic yourself. Remember, if it's your product, you're going to collect 100% of the revenue from the entire funnel.

Over time, you're going to build those customer lists, and you can drive traffic by emailing your subscribers, but you should consider other ways to drive traffic as well. Maybe through Facebook, through a blog, paid traffic, and options like that.

You also need to keep actively recruiting affiliates. You might have a product launch, and that's usually when you see a ton of sales come in, but that doesn't mean that you don't want to continue recruiting affiliates once your launch is over.

Here is something you can do very successfully....

Imagine you have a product launch, and the product sells for \$20 as a discount. Once the launch is over, the price goes up to \$37.

You can still actively recruit affiliates and offer them the opportunity to promote the product at the original launch price. You can set up special deals and options like that.

You will often generate a lot more income in the coming months than you would have from the actual product launch because many affiliates will not be available to promote that week. Maybe they've already got other commitments and promotions set up.

You can say: *"No problem. When you got time, we'll set up a special deal for your list."*

You should always be working on recruiting affiliates as well as driving traffic yourself.

Many product creators work so hard on producing something beautiful, making a great quality product that can help people, then they just put it online, and they just hope that people find it.

Even if you're using Private Label Rights material to save time, there's still effort involved; there's still energy. You've got to find that material, put it all together, get your graphics, modify things, and put your website up. There's still effort, energy, and significant time investment.

But then they rush at the end and try to get it out there instead of investing some time recruiting affiliates.

Remember, it's called internet marketing for a reason. You can't spend all your time on the internet and not do the marketing part.

**You have to create your product, yes,  
but the hard work begins when the product is complete.**

Now is when you have to start the *marketing* part. If you just do the internet part and the product creation part without the marketing part, you're not going to make any money. You must do both. Don't spend all your time creating the product.

Some people spend months on product creation, and then dedicate one or two days to the marketing. They try to push it out onto a marketplace and do a launch within a couple of days.

They do this without building any awareness, without creating any buzz, without recruiting any affiliates, and making any significant effort to drive traffic to their product.

It would be senseless for us to make this course about creating a digital information product if we weren't helping you be in a position to make money from it and sell it.

Don't just dedicate all the time to the product creation and then push it out there and expect people to rush to that buy button because, unfortunately, in the real world, that's not how it happens.

## **It's finally within your reach.**

We've gone over the starting point, the nuts and bolts, and now you understand that this is something you can do. You know the advantages of using Private Label Rights to speed up the process.

Creating products is something that most people avoid because they think it's too difficult, but it isn't. If you keep reading, you're going to see exactly how to create a product of your own using PLR material in record time.

When you start to go through the process and realize you can do it. You'll see everything comes together, and then you'll have a launch and put it out there. Even if you only make \$1000. You'll say, *"Oh my God, people are buying my stuff!"*

Unfortunately, many people don't get to that part. They don't get to the part where there's a buy button with their name on it, where they can collect the payment.

The fact you're here right now reading this tells me that you're the type of person who will follow-through. It's crucial you get this because product creation and launching products have changed lives and can change yours too.

I'm not just talking about PLR here. You can go from an idea to start mapping out the product, maybe get some PLR material for research, and then repurpose it, etc.

Once you get the process down, it literally can be life-changing. We don't usually use these types of words and phrases, but it can change your life, but you've got to do it. You've got to take the steps required to get those products, and those buy buttons out there.

I want to leave you with this little quote from the famous Walt Disney...

*"If you dream it, you can do it."*

- Walt Disney

# CHAPTER 2

## Leveraging PLR Material

We're going to dive deeper into the process of creating your digital information product. It's very powerful when you take advantage of professionally-created content that you can use.

Everything you need to assemble a profitable information product is already out there in almost any niche.

You simply search the name of your niche with the acronym PLR behind it or Private Label Rights. You're more than likely going to find lots of material to repurpose for your digital information product.

### Locating PLR Material

Here is a list of places where you can find PLR material for your business.

First, do you have PLR products on your hard drive? My guess is yes, you do. If you're anything like most people, you probably already have a ton of PLR material sitting on your hard drive.

Most people out there have got *something* with PLR rights, but what most people do is they let it gather digital dust.

There's no reason why you can't reuse certain parts of that material that you purchased in the past and use it in a product that you're creating now. You can use the same material, rearrange it, maybe use one chapter, maybe use one segment.

A lot of times, when you find yourself just stuck, writer's block, looking at a blank page wondering what I should do, go back and look at the stuff that you've already got.

Look at the PLR material that you've used in the past and maybe find pieces in there. At the very least, just to serve as a source of inspiration for what to do next.

There are a lot of PLR membership sites out there. You can get new content every month once you find these types of sites. They can be a goldmine for you because you know you're getting material fresh out of the box.

It's not something that may be years old and outdated. A reputable PLR seller, when they have a membership site, everything they put there will be current, fresh, and new.

Content is king, and everything that we're doing online is about exchanging content. We give content in various forms in exchange for money, digital currency like Facebook likes, shares, publicity.

We give content away in exchange for leads when people opt into our list. There's no escaping the content part of Internet marketing.

### **It's what you're exchanging for currency.**

Using a source of consistent content that you can tap into is just a smart move. In many cases, these PLR membership sites are just pennies when you compare the amount of money to the amount of time they're saving you.

You become a member of a PLR site for a few bucks that will produce new content for you every month. You're getting content to modify to create blog posts, create Facebook posts, and create videos.

You can make all kinds of content that will get you that online currency that your business needs, especially at the beginning of your Internet Marketing business, where you're still finding your groove even if you might not have the expertise, the authority, or expert status to create your own stuff just yet.

Another good place is the Warrior Forum. It's maybe not as popular as it used to be, but it's still a very popular forum. The WSO section stands for Warrior Special Offers. You find many very experienced marketers that will offer brand new PLR material, and usually, at a great price.

We're talking \$10, \$20, \$30, and offering you almost a full product with graphics, with an ebook, a report, articles, and more.

It's a place many people overlook, so if you're not familiar with the Warrior Forum, just google 'warrior forum,' look in the Warrior Special Offer section. You will probably find there is a ton of material you can get in there.

It's also a good thing to consider the Warrior Forum as one of the publishing platforms you use to release your digital information products in the future. Although they have some rules about launching PLR products there, the Warrior Forums is a good source of PLR material that you can then sell.

It's a good source for researching too. If you want to learn a topic, go in there, and you'll find a ton of valuable stuff as well as all the marketers out there who have a reputation for PLR material. **Get to know these marketers and get on their lists.**

**Don't forget to use social media.**

You can become friends with people on Facebook, and you can get on their list and see what they've got. But let's say you want a specific PLR product about Facebook advertising, for example.

You can reach out to these people personally, go to their help desk, message them on Facebook, and ask them if they've got anything they could offer to you for sale.

**There is absolutely no reason why finding things should be challenging in the age that we live in.**

Today, you have social media sites like Facebook, Twitter, Youtube, where you could assemble an audience in this specific topic that you are looking to learn more about.

If you're asking someone, "*where do I find marketers that have PLR?*" Why not just create a PLR group for Facebook?

Now you have your own little digital stadium that will attract people similar to you, are interested in PLR, or maybe create PLR, and now you can start the conversation.

The great thing about doing that you're going to meet other marketers, but those marketers can become potential affiliates when you launch your PLR or your product.

As well, it's your group, it's your venue, and you're stepping up to the podium. Every time you do that, people will listen, so take advantage of these tools.

You can personally create it yourself as well. If you can't find something and you've got an idea, you could be the source of creation and make it yourself.

For example, this material you're reading was taken from the video lessons in this course. We knew that it would be transcribed; it will be reported and created, creating **MORE** material from the content we were making.

Many people underestimate how much content can be derived from just videos. For example, you can turn on your webcam or microphone and just talk on a topic for maybe 10 minutes.

That can turn into 5, 6, 7 pages when it's typed out. You can find someone that will transcribe your videos. Places like Fiverr, Upwork, or other freelancer sites allow you to find someone who will transcribe your videos.

**It is so easy to do.**

You overlook how much content you can create on topics that you know about when you just read into a microphone or come up with a list of topics, then find someone that is a professional writer to flesh it out. That's what they do.

There are a lot of websites for finding people that can create content for you. All you have to do is provide the specific talking points or maybe even a short recording of yourself talking on the topic that can later be transcribed.

You're well on your way to creating your own material, and it's something you can use over and over again.

### **Repurposing without the headaches.**

A lot of people over-complicate this process more so than it has to be. If you want to make PLR material work for you, you need to make it your own. That's what repurposing means.

It means taking the material that you've gotten, that you've got the rights to, and then customize it, add your own flair to it, change some things around, add some things, maybe create some new versions of the stuff that you've just purchased.

**You've got to change it around, repurpose it, and give it your own flair.**

Let's say you have a PLR product, and 300 people also have it. They've got the same sales page; they've all got the same graphics, the same report. A lot of people just expect to put a buy button on and expect to make sales.

Now, this page is going to get seen time and time again by different people. Yes, the Internet is fast, but it's going to happen. If you repurpose it, make it your own, then it is literally your own. **You'll have a 100% unique product**, so you need to be repurposing the content.

When you repurpose the PLR material, you're making it personal to you, and you're differentiating yourself from other sellers. You're not the sole buyer of this PLR unless you have a specific situation like reaching out to someone individually and asking directly if they would be willing to sell you PLR rights?

In most cases, you will be using Private Label Rights material that other people are using too. When you repurpose it, you're making it unique.

In many cases, people won't even tell the difference, because you've changed the graphics, changed the title, and even rearranged the material inside.

**You must stand out and be different. Repurposing the content is very important.**

### **Repurposing Your PLR**

Before you begin to repurpose your PLR, it's important you gather all the material you have. Usually, with PLR, when you're creating your product from Private Label Rights material, it's recommended that you don't just use one source.

We recommend that you use as many sources as you can. You take those sources, gather that information, and compile it into a unique creation of your own.

Ebooks, reports, articles, and graphics bring everything together into one unique creation. This is where a little bit of creativity goes a very long way.

This is a part again where people will struggle because some people are lazy by nature and maybe not prepared to put the work in, but this is probably why you need to do a bit of research, you need to put some work in.

You want to gather everything so you can prepare to create the product. So, make sure that you're looking at many different sources.

You also might not just be looking at the PLR. You might be looking at the marketer as well. It's okay to look at what the marketers are doing for research purposes. You might create a document with links to a few sales pages you thought were good and were related to what you're doing.

**The important thing is to gather as much information as possible.**

You want to start with a blank Google Doc where you can make a list of things you want to accomplish. This will just serve as a reminder that you have to find material and slides; you have to find blog posts. Then, go and look for that stuff, do searches for it all.

When you find something that interests you, whether it's a sales page of a similar product, you can copy that link and put it in that doc. When you're done with 20–30 minutes worth of research, now you have a document containing many links and has a bunch of resources.

You've already purchased some PLR that you found, but start with this one document, and then you start compiling everything into there. Slowly, over time, it turns into what your product is going to be.

Once you've gathered all your material, you can do further research. You can plan the sales funnel. Reverse engineer the process.

**What's the thing that you want to sell in the back-end?**

**What's the big-ticket product that you want to sell?**

You should always have some sort of webinar or something higher ticket that you're promoting. We'll talk a little bit more about that later.

When you're mapping out the PLR, when you are considering what you are going to repurpose, there are a few questions you should ask yourself.

**What will you use?**

**What's the purpose?**

**Why are you making this product?**

You're repurposing this content to generate leads. **You are going to have affiliates send you their leads for what? What do you want to sell to them?**

Understanding that helps create a better product. It helps create a better vision of what you're going to be doing. A lot of people can benefit from using a mind map in this situation.

Starting a mind map can change the way you put your products together. If you're working on your own, the best thing I can recommend is mind mapping.

There are tons of mind mapping software out there. Once you start to put the material together, you create branches that might be chapters or modules, and the ideas just flow. If you copy your material in front of you as well and you're working on a mind map, it just all starts to come together.

Starting to map your products, you should see that the whole process becomes so much easier. There's a lot of different mind mapping methods out there.

You can also do it right on a whiteboard. Once you get an idea for a product, just sit in front of the whiteboard and create the mind map. It's like a flow chart in away.

Your main product is going to be called this, and that's the idea. You can then have an arrow coming from that and think of maybe what the upsell might be. Maybe write a few notes in a different color marker.

**What are the sources that you're going to use for that upsell?**

**What are the sources you are going to use for the downsell?**

Start fleshing out this idea and mapping it out on a whiteboard.

There's a lot of different ways that you can do this. It's important to find out what works for you. There are various ways to do this.

**What Components Should You Modify?**

It's essential that, at the very least, you change the product's name. This is something you absolutely should do. You should do a lot more, but at the very least, that product you buy or you got the rights to will have a name. You need to come up with your own unique name.

You want to make sure that the domain name is available when you're thinking of a new product name. This is a standalone product with a standalone domain name; there's not much point in coming up with the name if its domain name is already taken. Try and make sure you can get the domain name. That's very, very important.

The domain is huge because if you don't have a domain that goes with the product's name, it will be more challenging for people to remember where it is and for affiliates to know.

If the name of your product is Acme Ebooks, then you should try to find acmeebook.com. In the process of renaming, you're looking for the domain name of where you're going to be selling this.

This is something that you can do at the same time. Don't just make a product, come up with a unique name, get graphics ordered, and later find out that domain name isn't available. Do both of these at the same time. This is a very good thing to remember.

You also want to change the graphics to make the product look different, even without changing copy or anything like that.

Imagine you have a banner, you've got the original product and got one with a different name and different graphics. Put them side-by-side, and they instantly look different. If you don't know how to do this, get someone else to do it, it's that important.

I've seen so many products online where the person who's selling the products thinks they've created a great software box or an ebook cover, and it's not. Get a professional to do this. You can get a cover designed for \$10–\$20.

Now, quite often, you get the source files as well, which can make it easier. Sometimes, there's not a lot you can do with a source file, so my personal opinion and what I tend to do is just get the graphics created from scratch.

However, if you've got good source files, you can also do it that way. But please, unless you are proficient with Photoshop, outsource it to a professional.

If I could just scream this from the rooftops, I would. Image is everything in marketing. Everything! If you're not willing to invest a couple of bucks into redoing your graphics or making something look good, why would or should someone invest in buying your product?

The reality is that if you're trying to do your own graphics and you struggle with it, people are going to get a wrong first impression. You'll never get a second chance to make a first impression.

If you're wondering, well, it's a digital product. Why do I need a cover of a box? The answer is simple; the mind thinks in pictures. Subconsciously, if your prospect can't see or picture your product in their mind's eye, it doesn't exist.

So, even though it's a digital product, you should have a box covering an image of what that would look like as a book.

All of these should match. It should be in synchronicity. It should all look like it's part of a package meant to be together. That's what makes it congruent. That's what makes it impressive. That's the lasting impression that you're going to leave with your visual memory. Remember, image is everything in marketing. You don't get a second chance to make that first impression. Don't do the graphics yourself unless you are a graphic designer.

The amount of money you pay for graphics is so inexpensive compared to what you're going to make from launching products, that it's silly.

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You want to add additional content. Perhaps add a module here or a chapter there. Remember, you've got all of your material, you've got a ton of different material on your hard drive. You might want to take some material from one PLR product, repurpose it, and add it to another PLR product.

You might even have two or three reports on the same topic. Rate them all, and then come up with your best version of them. Make sure you're adding material and rewriting it as well. You don't just want to copy and paste. You want to make sure that when you add content, you make it as original as possible.

You should always add content to PLR material and make original content. Sometimes, you can reuse content from other products, other PLR.

Adding original content does two things:

1. It forces you to read what's already there.
2. Inject things on your own.

There'll be certain areas of the PLR material that, as you're reading it, you'll think, "*oh wow - this could use an extra sentence, or can be expanded on a little bit more.*" Maybe you can add some bullet points or highlight a specific thing that the original writer didn't do.

When you're doing that, not only are you forcing yourself to improve the quality of the material. You're doing quality assurance because you're reading what was already there. You're also customizing and putting your flair on it.

Adding to the content while adding your own flair is very important. Everyone's got their own unique style of writing. You want to try and inject your personality into whatever it is you're doing, whether it be a report, a set of slides, whatever it may be.

You want to make sure you're editing the content, so it's *unique* to you. When you do that, the product is now 100% unique. Now, if you don't do that and you just leave the content as it is, it's something a lot of people may already have. So, make sure you add and edit as much content as possible.

Something to watch out for here is to be mindful of what you're adding and what you're editing so that you don't go off on a tangent in the wrong direction.

Remember, if you just put together a bunch of different ingredients of different recipes, you're not necessarily going to come up with a delicious tasting dish.

If you're taking a piece from here, a piece from there, and also combining it without really being mindful of making sure that you're staying on topic, staying on track, and that everything flows, it will be poorly put together, and your customers will not be happy.

Sometimes, the writing styles are different. You must keep an eye on that too. Whether you are editing the content or adding material, make sure you're not just slapping a bunch of stuff together. If you do this, then all you're doing is coming up with a collage that's going to be difficult for your reader to follow. Make sure that you're mindful of this as you're creating your content.

You may find it might be necessary to update or even remove content. We all know the Internet changes so fast, a website changes from day-to-day. You can look at Facebook and see how often they change everything.

Some of the content that was maybe written a few months ago or even a few weeks ago might need to be updated. So, make sure you do that. Also, there might be a particular chapter or a specific module that's no longer relevant, so you would want to remove that.

Make sure you check any links, any kind of reference made by the material you will be sharing with people. For example, if the writer made reference to a particular website, you're going to want to check that website and make sure it's still up.

For example, I was going through a PLR product, and most of the material still held true to this day because a lot of it was just timeless concepts.

But then, in one section of the PLR material, the writer was referring to specific websites and links. I noticed that one of the sites wasn't even around anymore. You're going to want to make sure that you look for that kind of information that was shared in the original documents.

This is just one of the many reasons why you don't want just to change the name, slap your name, and just put it back out there. You want to go through it all, modify, add content, edit it,

You might find, for example, that the original creator has linked to something and put their affiliate link. Make sure if there are any links in it and, if possible, use your own affiliate link.

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### **Add A WOW Factor To The Content.**

You're going to transcribe any kind of audio-video content. You're going to create new material, a PDF out of it. That's going to add a new dimension to your product.

What we're talking about here is when your customer finally opens up their deliverable, whether it's a zip folder or they're logging into a website to download it, you have the WOW effect.

You want them to think, *"Wow! Look at this. This is beautiful. I wasn't expecting something so nicely produced. Wow. I get this too? I get a video? They actually put a download for the audio as well. Wow, wow, wow!"*

You can add wow factor, not necessarily creating anything new but maybe just offering a different version. Now, you're offering something in another format from that same material.

Many people want to consume content in different ways, and you must understand this. Some people prefer to watch videos; however, you might want to read the transcription.

Everyone's different, so you want to try and accommodate everyone's different needs. If you provide everything someone made, you've got other formats; then, you're going to cover their needs.

Create presentations from your audio and your video. This is probably one of the most common things recommended that you do with your PLR content. The majority of PLR content that is out there is mostly text. On any particular subject, you'll get an ebook that has PLR rights. It's still just a book that comes with the source files. You'll have either the Word doc or you'll have some sort of a text file.

Now, that text can be turned into various things. Go through that text, pick out specific sentences, turn those into bullets on a slide, and maybe a PowerPoint slide. Then, record those PowerPoint slides and turn them into videos.

## **You're expanding the content that you have in text and turning it into slideshows.**

Again, there are so many different ways that you can do this, but I have to say that audio and video presentations from the text that you purchased PLR rights to are probably one of the best things you can do.

Here is another example. You might have an ebook with 15 chapters. Take the ebook and create 15 training modules. From the training modules, you can create physical how-to videos.

It's very powerful when you compartmentalize it like that. Now you're also opening up another door to the way that you sell it.

Now, you can sell it as a recurring membership, instead of giving it all at once. What's to stop you from maybe dripping in one of those chapters and one of those segments of content per week or month?

Perhaps, instead of charging \$20 for your information course or your digital product, maybe charging a \$10 a month fee.

You're going to end up making much more over time with the product than you would be selling it just once.

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## **Create Your Video Training From The PDF Content.**

Again, every single chapter can be turned into a look-over-the-shoulder kind of a video. You can quickly go through the prewritten text and pick out the parts you could talk on.

You could go through a chapter and pick up five things that you know you could expand on and turn those into talking points in a video.

You can then take the entire chapter and make five videos out of that. There are just so many different combinations that are truly endless. It only comes down to how you want to do it.

It's not just about the bullets and slides, either. Suppose the topic, for example, was maybe explaining a process. Why not actually turn your webcam or your screen capture on, go to the website, and even create a video showing an over-the-shoulder type of presentation of how to do the process you were talking about in the content.

When you do a presentation about something you're already familiar with, maybe you just need 5–10 words or 5–15 words for a bullet. When you see those bullets, you can talk for two or three minutes about each bullet. You can take some content in a report, take the key points, and then put one or two lines for the bullet, prompting you to talk about that particular segment.

You could be looking at a report while recording your voice, using the bullet points you're looking at, as a prompt, so you know what to talk about.

If you think about it, this makes for a much more engaging video because who wants to sit there and listen to someone read exactly what's on the screen?

It's one of the reasons that we do five bullets and five slides. If we can talk for five minutes, basically, one minute on each one of these bullets, we're going to end up with a 25-minute video.

The reality is you can usually talk for two minutes. So you're going to end up with a video that's going to be anywhere from 45–50 minutes. That can end up being quite a bit of text when it's turned into a transcription.

When you consider that now, you took the PLR material, you turned it into bullets that just served as talking points, and you talk for two minutes. **You're now creating new material when you're talking on those bullet points.**

Next, get it all transcribed, then you can take that and include it as part of your PLR product. It just expands the whole thing. It makes it so much more valuable, and it really is giving that wow factor to it.

You can also create PDF content from audio and video; it works both ways.

We just talked about taking text and creating videos, how-to videos, slide videos, or using bullet points. But you could do the other way around as well. If you have audio or video, you can turn that into a PDF.

You want to be looking at ways to repurpose the content as much as possible. Think about how you can repurpose all of the content you have.

## **Smart Strategies**

Let's talk about some smart strategies to make the most amount of money you can with your digital information products.

We've already mentioned, you want to aim to create a 100% unique product. If you have both products side by side, the average person looking would not know because if it's 100% unique, it's 100% unique to you, you have something no one else has. That's when you can charge a premium.

Having a 100% unique product, meaning...you took your ideas, your own format, and some basic concepts from the PLR, but now it's 100% unique.

This means that somebody who might have already read or consumed that PLR material previously is still going to be excited about getting your material or your version of that material because it's unique.

If you're just looking at changing the name and maybe changing the colors, that's not 100% unique, and you're not going to be earning as much money as you possibly could.

## **Working With A Partner**

You want to also consider working with a partner. You can divide the workload as you were double the skill level. You add your expertise, and they added their expertise. So, if you've got someone else you can work with, it makes it much easier for you.

It also creates more diversity because you may appeal to a specific audience type, and maybe your partner will appeal to a different kind of audience. This holds true not just with video and being on camera but sometimes the way you both present a topic. Some presentation styles appeal to a particular taste, while others appeal to other types of taste.

Having a partner also opens up the door to new audiences that you can reach. It also makes a fuller product, a complete product. You can have different points of view, different approaches, and overall increases the customer's value while decreasing your workload.

The fact that you're doubling the audience when you partner to work on a project means you both have different mailing lists. When you come to launch that product, you're reaching twice the audience. The other might have certain affiliate connections, and you might have certain affiliate connections, so you're doubling that as well.

## **Plan Ahead**

You also want to try to plan 2–3 products ahead. Always plan ahead and come up with new ideas to know what the next product might be about. If you can follow on from what you've already created, you're going to appeal to that audience again.

You don't want to just randomly pick topics to just randomly put stuff out there. **You want to try and have an idea in your head.** You might even get enough research material where there's too much for one product.

You can say to yourself, okay, I'll take a segment of the information I've already put together, create a product about one specific strategy, or whatever it may be. I'm going to take and rest of this material, and I'm going to make something else along the same lines next month.

That's just smart business. It just makes sense to be thinking ahead, to be thinking of what's the next thing.

It doesn't make much sense to be creating a product today about golfing and then maybe next week, creating one about dieting, or something different that wouldn't appeal to your customer base from the original one.

It's a good idea to plan ahead not just because you're going to monetize it more but also because it will serve the customers more.

One of the things a lot of **marketers miss the mark on is continuity**. They miss the mark on raising impulse and creating suspense for building the next thing.

A good example was the old episodes of Batman. They always ended with some suspenseful ending and told you to tune in next time. Same bat time, same bat channel. This creates anticipation for the next episode.

It just makes sense when you're creating products to think of what's going to be the next thing, and how is that going to be able to build on this one?

In many cases, you can be creating them almost in parallel. Many movies, big feature films that are created, shoot the original movie and the sequel at the same time. They don't release them at the same time because, again, that just doesn't make sense.

Financially, you make more money by pacing it out in a funnel. What we're talking about here is not just building a funnel for a product but also building a funnel for your business.

Treat PLR like it's your own product right from the start. You're not just going to quickly change something around, and then quickly move a module here and there.

You're going to create a 100% unique product because once you've repurposed it, it will be 100% yours. Make sure when you're doing this, you're thinking to yourself, this will be my product.

When you're talking about sourcing PLR material to create your products, you can either choose to act as a business owner and be a vendor that is sourcing their material so they can originate their own products, or you can choose to fall into the position of a middleman that's just passing these things along. That's not genuinely going to brand you as the expert.

You really need to treat it like it's your product, your business, and part of your asset portfolio that will eventually lead you to achieve your goals and your dreams as a business owner.

If you don't approach it that way, you're nothing more than an affiliate, nothing more than somebody just peddling the item you got from somebody else.

Unfortunately, you *can* make a couple of pennies doing that, but you're not going to build a legacy. You're not going to build the thing that you can retire from. You're not going to make a significant income for yourself that you can predict monthly and really change your life with.

You should always have a high-ticket button and offer in the end. You might be thinking, “*I don't have a high-ticket button to offer.*” Believe me; there are many marketers out there who do.

You could find a \$2000 offer where that marketer will give you 50% commissions, imagine if you can convert just 1% of your customers to buy that \$2000 course?

You can find an expert who knows the topic well, see if they've got a webinar, and you connect with them. I don't believe there's a marketer out there who won't let you do that.

At the very least, you'll have an evergreen version of that webinar that you can promote. The big, big the money is made on the high-ticket offers that you put on the back-end.

The purpose should always be to promote some sort of a high ticket item. If you look at digital information products, you should see them as loss leaders. See them as lead generators for the big-ticket offers.

Think about it; it makes sense in that kind of a scenario for you to create a product, even from sourcing it from PLR, that is specifically designed to attract the right type of customer that would buy a big-ticket item you're promoting as an affiliate.

It's almost like you're just creating a lead strategy to put people into that back-end webinar so that you can make the big-ticket money.

To expand on this little bit, when we're talking about funnels, when we're talking about really building that long-term income, it's much easier to sell one \$2000 product than 2000 \$1 products.

I want to stress that when you are setting out to create a digital information product, it really is a good idea to start with the end in mind.

Think about the big-ticket item you want to promote and the best product that you could create to get somebody interested in that high-ticket offer.

Now that you have that idea, you can go and connect the dots.

**What are you going to create?**

**Where will you find the PLR material that you can turn into a product that will serve as the front end loss leader to feed that back-end?**

When you start thinking like this, thinking strategically, now you're thinking like a business owner who will create a long-term money-making process.

To add to this as well, you might do the webinar live on the back of a launch. You can record it, and you can use webinar software to make it evergreen.

Now, you're building a portfolio of products. You've got product number one, which is promoting a webinar. Once the launch is over, you just set it into the evergreen format.

Now, you might want to promote that same evergreen webinar with a different product. There's a lot of marketers out there who have huge success doing that. Or, you might want to go and seek another evergreen webinar so your audience can see something completely different.

I hope we've got your wheels turning now. We've talked about creating your own products and sourcing the material and how you can monetize it big time on the back-end.

Creating your own product is the most lucrative thing that you'll do. It's often not because you're going to make money directly from that product, but because you're making big money from the products you promote due to the leads you generated from those products you created.

Learning to create your own product is the biggest thing you will ever do. Get into a mindset where you look at delivering content, delivering value, and taking the customer on a journey.

If the customer wants more, you have products in your funnel. You'll eventually create high-ticket offers of your own as well.

Believe me, once you get into this, and you build that following, you'll have people who will just wait for everything you put out there as long as you're putting great stuff out there.

That's very important that you understand this as well. Don't just start slapping content together. You want to create something of value for your customer when they begin their journey.

From the first time they visit your website, to the first time they get on your list, you have to provide them with value. Make sure you're emailing your subscribers with their interest at heart.

If you give them value, take them on that journey - believe me, you will love everything you do.

I want to end this chapter with a cool quote...

*"If you want to lift yourself up, lift up someone else."*

- Booker T. Washington

## **CHAPTER 3**

# **Bring Your Product to Life**

This chapter will show you how to bring your product to life and make it ready for sale. We are going to put all the digital pieces together, so you have a complete puzzle. We're going to talk about how to assemble your product so that everything fits together and it all makes sense.

The easy way to fail at doing this is to just slap a whole bunch of stuff together with no rhyme or reason, and make it a confusing collage that people can't follow.

It defeats the purpose of what you're trying to do. In this chapter, we're going to discuss the right way to put your product together.

There are many different formats your product can cover, and we're going to go into that in more detail.

## **Ebooks And Reports**

These tend to reveal a simple formula or method. For example, "*10 ways to get more traffic from blogging*", or "*the five secrets of how to do XYZ*," or "*tips to lose weight fast*."

Essentially, one of the formats that you can create a digital information product is a book in a digital, downloadable, readable document form, which is called a PDF.

People think ebooks are almost obsolete, or not as popular anymore. That's far from the case. What I tend to find when creating something where I'm going to create a PDF and give it away, sell it, or whatever, I will just reveal a simple formula.

Gone are the days when I will write a 15,000, 20,000-word ebook because I'll usually have multiple formats. But if I want just to teach one thing, whatever it may be, a PDF seems the best to get the message across.

Another format that is very common and useful to people, and not too hard to do if you're starting from a PDF is audio documents.

Audio and MP3 are so easy to create if you've already got the text. All you have to do is turn on your microphone and read your text. That gives an additional dimension to your product that makes it more consumable to people. They can now listen to the content as they're working out in the gym. It's not just about having to sit in front of a screen or hold a piece of paper they've printed. The audio is a great option you can offer too.

You can do an interview or interview style. You don't have to read the entire thing like a narration of a book. You can create a complimentary audio interview, which is something that you can make a track on.

For example, if you created a product about the five steps to lose weight using the paleo diet, maybe get an interview with a paleo diet expert or someone with a great case study where they used the paleo diet to lose weight.

Again, these are just examples. I'm just trying to explain that there are other ways to do audio. It's not just about narrating your entire book.

One of my favorite ways to consume material is to go on a nice long walk for an hour or so and listen to podcasts or audio. I find that's how I like to consume my material.

Let's say you are creating a blogging course. Your product is going to teach the essentials of blogging. It's going to show people how to set up a blog, put the right plugins in place, etc.

You might then want to go and find a blogging expert. This is incredibly helpful if you are not a real expert on the topic.

You can find that expert and ask if they'll let you interview them. If you find the right people, they'll do it for free. Even if you have to pay, many marketers out there will charge, for example, \$500 for an hour of their time.

That is \$500 well spent, as long as they will agree to let you record the interview and then use the content. Because you not only just use it as an audio, as a bonus, or whatever it is you wanted to do, but you can take that content and use it to create your product as well.

You can also reverse engineer. Start with the expert, and then take that information and create a product.

## **Videos.**

This is probably the most popular thing you can do when creating a digital information product. Nowadays, it's become something that's expected. Because video creation now is so much easier than it used to be back in the day. Creating video back in the day used to require quite a bit of software and equipment.

Nowadays, if you want to create an on-camera video, it's as simple as whipping out your iPhone or Android and just turning on the camera. Or you can turn on your webcam on any device like your computer, your iPad, or your tablet, and you can create an on-camera video.

You can also very easily create screen capture videos because the software to do this is readily available. In many cases, you can even find a free screen capture video too.

You can use Google Slides to create slides to talk over. It's become so easy to create video content that it's become one of the most popular ways for people to consume information online.

It's also very engaging. People are now being stimulated by not just the words that you're saying and the audio that they're hearing, but also what they're seeing in front of them. That's an excellent way to make sure that your viewers retain the information they're watching.

What makes the video so popular is the connection the consumer, the customer, and the *potential* customer can make with you. When you're putting just text out there, you can't make that connection. This goes for sales pages as well.

Sometimes just firing up your phone, holding out your hand or a selfie stick, and recording something can be much more powerful than a sleek presentation.

Sometimes I just create raw videos getting my point across, and it works very well. Then, of course, you have different ways to record presentations and your training.

Like we've discussed, it used to be tough years ago. Now you can take a video on your phone, put it straight on YouTube, take the URL, put it on a page, or upload it to Vimeo. It's just so much easier than it used to be. There's no excuse for not using video.

### **Another method is *Live Material*.**

Live material has become very popular as technology has advanced to the point that you can go live from your phone on Facebook, YouTube, and various platforms and social media networks. You can now do what used to require an entire news van with a satellite dish on the top.

Now, you can take out your phone, and you could be broadcasting live instantly to the entire world because of the internet.

Creating live material is a great add-on format that you can create or add to your PLR product to combine with your PLR material to create a more robust product.

Imagine being able to say: *"You get these videos. You get this audio. You get this text, but we're also doing a live call once a month."* A very powerful way to add a *wow* factor as well.

You might have a monthly club where you're revealing something each month. All you have to do is make some slides, jump on a webinar platform such as GoToWebinar, and record it. Again, you can repurpose that content and possibly create future products.

You should be trying to get involved in video as much as possible. You should be trying to do things like Facebook Live, webinars, and more.

As you progress, learn more, and become more confident, it becomes second nature to spend half an hour putting some slides together. You can spend half an hour to an hour delivering the

content. People love it when it's live because questions can be answered, and they can interact with you in real-time.

If you're going to create all these formats, why not deliver all of these formats. Create a product that has all of the above. If you've been thinking, "should I create an ebook, or should I do a video course?" Why not do all of them?

Why not create a product that delivers the material in various formats so that the person who likes to listen to podcasts is already satisfied? The person that likes to read books is satisfied. The person that wants to watch videos is satisfied.

You're going to have many happy, satisfied customers because you simply presented the same material in different formats. So why not do them all?

I have found by combining as many different formats as possible, people love it. Because like we've said many times, some people prefer to read, some people prefer to listen, and some prefer to watch. But if you can combine them all, your content will be well received.

### **Fitting It Together**

Let's talk about making it all fit together nicely. Let's take all of the pieces so that our product will be delivered in a way that the customers love.

When you create your product, you want to compile the PDFs. You might have checklists; you might want to record and produce your videos.

#### **What I do first is to create the content.**

You might find a different process, but I find creating it, popping it on my hard drive ready to upload works well for me.

Again, this is one of the great things about creating digital information products. There are so many formats; you can start at whatever part you're more comfortable with if you like working from the text if you're someone who just enjoys writing.

You get your ideas out of your head easier by typing them onto the screen. Well then, that's a great starting point for you because it's very easy to then later create videos from that written text using bullets and using Keynote or PowerPoint.

For other people, they may enjoy creating a video recording first. I make a little outline, and then I'll just talk on video, which can later be transcribed into the text.

In my particular case, the ebook gets created from the videos. In your specific case, the videos might get created from the ebooks. There's no one size fits all. When you're making it all fit together, it's very tailored to how you want to work and how you want to create your product.

You then obviously want to build out your members' area and add your material. Years ago, putting the membership site together was a lot harder than it is now.

We've got membership platforms, we've got page builders, and the video platforms make it so much easier to get your video online. This is not a challenging process once you learn it.

If you've never done this before, the page builders out there will have training videos, which will show you what to do. We use OptimizePress 3.0, which we've used OptimizePress for many, many years. It makes it so, so easy to build out your websites.

You can create templates for yourself, which is the cool thing about this. One of the recurring themes you've been hearing from us throughout this entire series is that it gets easier and easier as you do this more and more. Because each time, you're starting from basically where you left off.

In other words, the first time you do this is going to be the one that's going to be the toughest for you because you're going to be getting your groove, basically deciding, *"okay, do I like starting with the video or, do I like starting with the content?"*

But at the end of the day, what you'll see is that each time you do it, you get better and better, and you'll start creating little templates for yourself. You'll begin creating a starting point for your PDF, a starting point for your Keynote templates or your PowerPoints, or a starting point for your members' area or your membership site.

That first time is the one that's going to take you the most amount of time. But then it gets better, and it gets easier. It gets better because you're going to get better at doing this, and the quality of what you produce will become better and better each time.

## **Sales Copy And Sales Funnel**

After this, you want to create your sales copy and build your sales funnel. You will probably have sales material you can work from.

I recommend you go through the sales pitch. You want to change things like the headline. You want to change the bullet points and reword things, and you want to add your story or your sales copy as another example.

I always recommend you try and come up with some story in your copy - you will want to add that. But ultimately, when you put all of this together, you've taken the material that you already

have, you've reworded it, you might have added the sales video while you're just looking at the camera - a simple sales video, and you've edited the content. Now you've got something unique.

The sales copy is another thing that you can do with a template. Eventually, you'll know the pieces needed to get your point across, to get people to buy.

You can often start with some pre-created sales copy when you're purchasing PLR material. More often than not, that material will come with some prewritten marketing material, whether it's a sales page or some ad copy. There'll be something included.

That material will change, or it's going to have to change based on the number of modifications you did to your private label rights.

For example, suppose you are coming up with a digital information product due to several different PLR material pieces. In that case, you can't just take one of the sales pages from one of those pieces of material and then think that's going to sell your new product flawlessly.

The new creation from all those different you've come up with will have to be mentioned as well. But, the initial sales material is a good starting point.

You'll be able to find lots of training on how to create sales copy online. Essentially, it's like you've just read. You want to tell a story about your product.

It's not just about listing the features and the benefits that are covered. People buy based on the story and the emotion you can rile up during your sales pitch or the presentation.

Very often, it's all about raising impulse and getting people to buy now. We'll talk a little bit more about this later. Your sales copy is pivotal in whether or not you're going to continue making money because it's what generates the sales, literally.

As I said, we like to use OptimizePress 3.0 now. They give you templates as well that you can work from.

You can take a template that OptimizePress 3.0 gives you, then take the sales copy you've already gotten. Even if you just took the sales copy word for word and put it in an OP3 template, you already have something that's looking different, but obviously, you reword it.

### **We use our own OptimizePress skeleton template.**

There is a sales page, which is generic. It sells a non-existent and nondescript product. You can go section by section, take the text already in that template, and modify it to describe your product.

By the time you're done, you'd have a pretty good sales page simply because you started with a template.

There's nothing worse than starting with a blank page. I think it is much better to have a template that I can work from each time.

## **The Marketplace**

Once you've finished your copy, you want to add your products to your chosen marketplace. For us, as we've said before, WarriorPlus, JVZoo, or ClickBank. They have training videos, which makes it very easy to do.

For example, JVZoo walks you through a step by step process. You'll have the title of your product, you'll have a subheadline, you will set the price, you will set the commissions, you'll put the sales page, and a thank you page.

You can also integrate with your membership script. We use WishList, which integrates with JVzoo very well. When someone buys, they automatically get access.

You set all of that up in advance. You add your buy buttons, then integrate everything, and then test it and make sure everything is working.

These are the pieces that go along with your product. Creating your digital information products is half the battle because it's the content that people will buy. But remember, you've got to deliver that content. That content has to be downloadable to people.

If you're going to get it in their hands, you've got to create the website where they're going to login to and access it. You've got to create a page where they will see the sales video and decide whether or not they're going to buy.

All of those pieces are part of the process of creating your product and publishing out into the world so that people can give you money in exchange for that content.

You have tools out there, each of these tools, for example, **WishList Member**, this is a plugin for WordPress. We build our websites with WordPress.

We use **OptimizePress** as the page designer, which is a plugin as well for WordPress. All of these things fit together, but these are all separate pieces.

Obviously, in the process of building your business, these are all specific things that you're going to want to learn about.

**There is no one size fits all for every marketer or every business.**

But for every person trying to build a long term business, you will all need a website; you will all need an autoresponder. Because obviously, that's where you build your list. These are all pieces that make it all fit together.

## **JV Page**

You want to create a JV page and explain the benefits of promoting your products and the commissions that can be earned.

You might be offering 100% on the front end. You might be offering set commissions throughout the launch. You might have different price points that you need to explain.

You need to tell the potential JV or the potential affiliate what is happening when you launch. What time you go live and what the price will be. But very importantly, they need to know what happens at the end of your launch. A lot of sellers seem to forget that.

**Is the price going to go up?**

**Is the product going to be taken down?**

**What is going to happen?**

When you record a JV video, which we advise you do, you can be a lot more *informal* because you're not talking to a customer; you're talking to a JV. It's different.

Sometimes you can put a comedy aspect into it as well. You can add a theme. Sometimes you might have a Western theme. You might have a sales competition that relates to that. You can be a lot more relaxed in your JV videos. This is something I discovered over the last few years.

Creating your JV page is all about generating excitement amongst your affiliate partners. A JV page stands for a joint venture or Joint Venture page.

You want to get the people who come to this to become partners and promote your product. This page must be designed to get them excited.

This is a different type of marketing that you're doing because you're marketing to your partners. You're marketing to other marketers instead of when you're marketing to customers where you want to be a little more professional and concentrate more on the features and the benefits of the product.

The JV page should contain all the information about your product, but again, you should wrap this all around the whole edutainment aspect.

Keep in mind that the idea of your JV page is to convert affiliates into partners and get them to want them to promote your product, to send you their subscribers, so their customers can become your customers.

## **Ticks Of The Trade**

Let's talk about the tricks of the trade. More importantly, the tools that we use.

The PDF creation tool I use is Google Docs. I use this more than anything else. I just find it very easy, especially if you're working with someone else because you can work in real-time.

If you've ever used Google Docs with someone else, you can see what they are typing as they type it. I find that fantastic. It's great for generating ideas and for coming up with content.

Even if you're not working with someone else, it's something you can access from any machine, from your phone, tablet, and other devices. There are many tools now you can work from the Cloud, but what I found is Google Docs does the job great.

When I'm creating PDFs, I do use Microsoft Word. I'm a fan of that or Pages on a Mac.

The entire suite of tools from Google is free. That's a big plus. But also, it's collaborative. From that same document, we can generate our PDFs, our final material, and we can easily clone and start the next project right from where the last one left off. There are so many benefits to using Google Docs.

Many people don't know this, but when you use Google Docs, there are templates out there for free that you can use to create a beautiful background for your ebook that could serve as your cover.

You can search for a Google Docs ebook template, and you're going to find a ton of them. You just push a button and boom. Your document's entire background has now changed, and it gives that nice visual appeal to your book or your final product.

Like we said earlier, over time, you'll develop templates. You can have templates where you have animations and certain things happening. You will find a template that you like and can stick with.

Like we also said earlier, the formats, the five bullet points when we're doing Keynotes/Powerpoints. 5 slides, 5 bullet points, that's usually around 25-30 minutes of content. Just keep it simple.

When you're doing a Keynote presentation and presenting content, just have a bullet point that prompts you what you're going to say.

We've mentioned Keynote and Powerpoint, that doesn't mean you can't use Google Slides. Google Suite also includes a presentation software that can do this too; it's called Google Slides.

Like Google Docs, there are templates out there, stunning templates that you can use for free that add backgrounds on your slides. Google Slides is a good alternative.

If you like working offline, there are many features and recordings built into Keynote, as I'm sure with PowerPoint. You can import your audios.

You can do a lot of things here that I am not necessarily sure you can do with Google Slides yet, but Google Slides is a free alternative. It's something that you might consider if you're just starting.

For video, we suggest ScreenFlow for Mac users. Screenflow is paid software. In the past, I used to use Camtasia for Windows. If you're on a Windows machine, I would recommend Camtasia.

Again, I just want to point out that it's much easier than it used to be. You've got no excuses now for not using a video recording software because there are so many tools out there. It's much, much easier than it used to be.

ScreenFlow, over the years, has gotten much better. Now it has a music library built-in. It's got its own image and stock footage too.

If you have a specific part of your video where you want to use some stock footage, use some images, or maybe even add a background music loop to your sales video, it's built-in now. It costs a little more, but it's so worth it because it saves you time.

You're going to want to use a page builder. As I said earlier, it makes it much easier because you can work from a template.

For us, it's OptimizePress. But there are lots of page builders out there. You might find something else you prefer.

We basically started with version one, progressed to version two, and now we're on version three. We just found OptimizePress does everything we need.

I would advise if you're going to use any page builder and get one where there's pre-built in templates because that makes life so much easier.

The templates are essential. Now, there are so many drag and drop solutions. When I see a marketer trying to sell a product, and their website just looks horrible, I think there is no excuse for that.

Nowadays, there's just no excuse for having a website that looks bad or doesn't perform well because you can get something like ClickFunnels or any number of other products out there so affordably.

When you're deciding, should I use OptimizePress or something else, because there are so many to pick from? I'm going to say that you really should evaluate each of them considering what you want to do with your business.

What are the essential things in your business? For some people, they don't want to deal with any kind of hosting. They just want to have a one size fits all solution where it's being hosted for them where they can just drag and drop their content in there.

The affiliates that I work with or my close friends in the industry tend to like WordPress because of the flexibility and control over our content. We own it. We're in charge of it.

That's going to be something that you're going to determine in your business. I definitely can state that OptimizePress has been powerful for us, and we've grown with it.

When it first started, it wasn't mobile responsive. The second release and update, it became mobile responsive. Now, there are all kinds of cool templates and things that you can use right from inside of OptimizePress.

Suppose you're looking to create a landing page, boom. Select the landing page template category and then pick the one that you like. And then, once you open that template, change the colors and boom. You've got a template up in a matter of minutes. You've got an excellent site. Now you just have to add and modify your text. **That is a huge advantage.**

### **Membership scripts.**

Like we've already said, we use WishList Member to protect our content. It's very easy to use and very powerful. It integrates with all of the platforms like JVZoo, WarriorPlus, and Clickbank. It integrates so well when the customer buys and gets access. It protects your content.

Again, it's up to you if you want to use something different. There are many, many membership scripts out there. If you're going to use WordPress and you're going to use OptimizePress to build your pages, you want to find a membership script that integrates with WordPress. WishList is a bit of a premium price, but it's something we wouldn't do without.

There's no question that it's worth every penny. With regard to what we're doing, this is a business. This is what we're going to do to support our families.

Why not invest the money into a way to do it that's going to be protecting your content, that's going to be user friendly for your customers, and that's simply going to work?

WishList is a tool that gives people a unique username and password so that they can log in and access the material that you're selling them only *if* they've purchased. The great thing about using a membership plugin is that you can sell all different levels of access.

Someone could pay you a certain amount of money to become a basic member, another person can pay you to become a gold member, and another person can pay you to become a platinum member. This could be because you have additional content depending on the amount of money that they paid.

The WishList Member plugin will protect those pages so that only a basic member can see the basic content, and a platinum member gets access to everything.

All of those settings can be done with just ticking a box here and there, and all of the training is found inside WishList. We've grown with this tool over the years as well.

Out of all the ones that we've tried, I can say that WishList is still at the top of the pile when it comes to membership scripts and protecting content.

I like WishList because you have a bronze level, a silver, and a gold level, for example. Someone can have access to the bronze level, and they can see the link to the silver level.

When they click it, you can set WishList to say, "*you don't have access to this content. Get access here.*" Then you can take them to the offer where they can upgrade, and it will all happen automatically. Very powerful!

### **Making the marketplace that you use work for you.**

If you want to recruit affiliates, you need to use a recognized marketplace to promote your products. We wouldn't recommend an in-house affiliate program or anything like that because the marketplaces make it easy for affiliates to find and promote your product.

Once you set everything up, affiliates can view your JV offer. This is the information about your product they choose to promote. They simply click a button, and they either apply for approval or get their unique affiliate link right then. It makes it so much easier for a JV or an affiliate to take their link and start promoting your product ASAP.

**There can be some benefits to having your own affiliate program.** But I can't see any benefits to doing that if you're just starting if you're new or being in the position where you're trying to get as many affiliates as you possibly can.

For example, I've been doing this for ten years. I've got tens of thousands of affiliates. I can send them an email, and they will promote it for me no matter what platform I'm on. It's okay in that kind of situation, and you'll save yourself the 3% or 5% that the platform charges you.

**But if you're just starting, it is a no-brainer.**

The platform doesn't charge any money unless you make sales. Whatever platform you use, if you sell a hundred copies of your book or product or whether you sell a thousand copies of your book, you're only going to pay the small percentage fee based on what you sell. It just comes off the top.

Choosing an established network makes it easier not only for you but also for your affiliates. There's already a link there for them to use. They click a button that says "request link" and boom, there's their affiliate link. They don't have long, complicated forms to fill out.

The benefits for you are numerous. These platforms take care of a lot of the bookkeeping and the back-end office parts of that process that you usually would have to do by yourself with your affiliate program.

Another big thing with the "big three" recommendations - the affiliate knows they're going to get paid. We've had issues over the years where we've been owed thousands of dollars and haven't got paid because we trusted the product creator to pay us, not the platform.

Sometimes you will promote a product that doesn't involve one of these big three. After you promote it, you'll find that they might have a 60-day refund policy, so they won't start paying you until after 60 days, for example.

The marketplaces we recommended have made it so much easier for the affiliate to get paid and processing refund requests. That's huge!

Gone are the days of putting a PayPal button on a sales page or setting up a complicated affiliate program where the affiliate isn't sure if they will get paid.

The way we used to do this with JV's was I would promote another marketer's products. Then at the end of the week, we tally up how much we've made.

They'd log in to that PayPal account, show me a screenshot. Let's say there was \$2000 in there; then they would send me \$1000.

That's what it used to be like; there was a lot of trust involved.

It was either that or set up a very complicated affiliate program. If it didn't work, and something went wrong, like the affiliate tracking wasn't working, or the affiliate couldn't see their commissions, that's when things got crazy.

Using one of the trusted marketplaces means that it doesn't happen. More importantly, I'm going to say this again; **the affiliate knows they will get paid!**

Keeping track of sales before we had networks, payouts for numerous promotions, and more. What ends up happening is it's so hard to keep track of the payments due, the refunds needed, and what do you claw back from this affiliate's payments? It's was a nightmare.

I hate to try to sound like the "old man from the park," telling you how easy you have it, but it is a lot easier today because you can make the marketplace work for you. The marketplace can handle the payouts, the affiliate commission tally, and all of the tax stuff too.

Nowadays, you can use JVZoo or ClickBank, and all the tax stuff is being paid for. They're generating the necessary forms to keep the IRS happy. For example, in some cases, you may have VAT tax in the UK, and you might have to charge that. Where in the United States, you might not have to.

By using these platforms, all of that can automatically be tabulated because they know where the visitor is buying from, what country they are in when they're buying. All of that stuff becomes difficult to tabulate on your own.

The marketplace that you choose does this work for you. In many cases, this is how they earn their percentage of the sale. It's a low percentage when you consider the amount of help this provides you with.

It might not feel like that in the beginning, but again, this is one thing where you will appreciate what you're getting, especially if you had to live in a world that predated this kind of marketplace flexibility.

The big three are JVZoo, WarriorPlus, and ClickBank. They all have their unique benefits, and you could launch on any of these platforms.

JVZoo and WarriorPlus now have what's called a "wallet system." They still make instant payments, but in my personal opinion, that's a little bit risky now. When I promote a product on JVZoo or WarriorPlus, I make sure I get paid into my "wallet."

Let's say I promote your product, you're charging \$20, and you've given me a 50% commission. You would take the \$20 payment. You will then give \$10 to WarriorPlus, which goes in my wallet. This is all before fees. It's the same system with JVZoo now as well. They have a wallet system.

ClickBank is a little bit different. They are what's called the "merchant on record."

ClickBank takes the payments. They then take the \$20, charge their fee, and give you your commission and give me my commission. That's one of the reasons I like ClickBank as well.

All of the tax implications are taken care of. They determine where the visitors are coming from, and VATs are taken care of as well. That can be a massive headache if that's not taken care of.

ClickBank just requires your Clickbank ID. You grab a link, you put your ID in the link, and promote. Clickbank has been doing this for years. You don't even have to apply for approval for most offers as well.

They've all got their benefits. I'm going to be honest; it is easier to find affiliates on JVZoo and WarriorPlus. There just seems to be a bigger group of internet marketing related marketers on those platforms. If what you're doing is internet marketing related, you might want to go with one of those platforms. But they've all got their benefits.

A small percentage of your buyers will inevitably want to refund. This is something that every business owner, regardless of the type of business you have, has to deal with.

Whether you're running a brick and mortar shop or running an online business, there's going to be a small percentage. In our particular company, it's about 3.5%.

What we find is that using a marketplace makes the refund management process a lot easier. Remember, there were various people paid on the sale. When you're using a marketplace, and a refund is processed, the marketplace pulls that money from the affiliate's account, the vendor's account, and any partner account. It just becomes a whole lot easier run.

If you were doing this manually through your system, I'm sure you can imagine even 3% of thousands of sales could be a lot to keep track of. This is another situation where the marketplaces can work for you by doing this and why their fees become worth it after a while.

Whether the person is requesting a refund directly from you or if they're requesting it from a marketplace like in ClickBank, you know that the money is being taken from the appropriate person. It's not just you, as the vendor, having to pay all that back after you've already given an affiliate their commissions.

To add to that, when using WishList Member, if a customer refunds, they get revoked access. They can no longer access your product. You don't have to go in and delete that member manually; it happens automatically.

Make sure whatever platform you use, you list it in the marketplace. This is very, very important. It's usually just the case of ticking a checkbox. That's something you don't want to forget to do! Doing this allows your product to be listed in the marketplace where affiliates can search for keywords and find your product.

WarriorPlus and JVZoo have their top 10 products of the day. It's a list of the products that are selling the best that day. If you get listed there, the system can see your product, and they can be promoting for you. It's essential that you get listed in the marketplace.

Again, you want to make it a no-brainer for both the customer and the affiliate. Regardless of the platform you're using. You want to make it so that when affiliates see your JV page, they think, *"Wow, I'd be stupid not to promote this."* You also want to make it so that when a customer sees your sales page, they say, *"Wow, I'd be stupid not to buy this."*

Remember, no matter what it costs you to get that lead, it's all about how you're going to monetize them later. Whichever platform you're using, put your product in the marketplace, create a no-brainer deal, not just for your customer, but also for your affiliate.

Also, try and offer as much as possible to your affiliates. This can often be 100% on the front end. We've even provided 100% across the entire funnel because of what we had going on in the funnel's back end.

For example, you might have a high-ticket webinar where you're offering a \$2000 product, or even just as an affiliate for a high-ticket webinar where you're going to collect \$1000 a sale.

You might offer affiliates 100% across the funnel because if that will encourage them to promote more, and you know if you've got this set upright, you can capitalize on the big-ticket sales on the back.

We often get asked, *"why are you offering 100% commission?"* You need to think about that. The more you offer affiliates, the more affiliates are going to promote you.

**You can do something else if you've got an affiliate on board that will promote, and you know is a big hitter - you could bump their commissions up higher.**

You might have a standard 50%, and you might tell them you will put them on 70%, which encourages them to promote and mail over and over again.

These are the loss leaders that feed a backend funnel. It just makes business sense to do this, and it's all math. You're not rolling the dice; you're not about hoping, wishing, that it works. It's all simple math.

For example, you already did your research and found this high ticket webinar converts at 15%. It's got a history. It's gotten X amount of sales, and it's always converted to 15%. That's the average. You can now assume that you're going to have a 15% conversion rate.

Now, you know it sells for \$1000. Now **you do the math.**

If you want to make \$10,000 and it converts at 15%, now you can extrapolate how many people you need to put into that webinar. That number will be the number of sales that you have to make on the front end.

How many of the frontend sales will attend the webinar? There's a percentage for that too, and we know that's about 20%-25%.

Whatever amount you need to put into that back-end webinar to produce the amount of money you want to make is based on its conversion rate. You now know you need to go and put that amount of buyers into your sales page and multiply it by four.

This is just math. It's just something that you'll learn how to do. Don't freak out if this is the first time you're being exposed to this.

This isn't about guessing and hoping that it works. This is science. Launching products is a science, and creating loss leaders that feed a backend is often more profitable than just trying to make \$9 or \$10 per sale from each of the back ends after commissions.

You might make 200 sales on the frontend product, which would turn into \$2000. If that's all you are doing, all you are going to make is that \$2000.

But, if you gave away that \$2,000 to affiliates, and you just added 10% of those people into a backend webinar, and you made only one sale, you'd make more if you made two sales on a backend webinar than you would have done the entire launch.

Again, there's math to all of this. It is not guesswork. It is a reality, and it is a science. You could predict the amount of money you're going to make with the launch most of the time.

### **Attracting quality affiliates so they will promote our product.**

First, you want to get some metrics. If you can drive some traffic yourself, you should work out the EPCs, which stands for earnings per click. **The higher your EPC is, the more affiliates you will attract.** You want to be shooting for well over \$1.

These days, it seems like affiliates want to see \$4, \$5, \$6, or \$7 EPCs. Your job should be to get those EPCs up; then you've got more chances of attracting affiliates.

If you're offering 50% on the frontend and your EPC is \$1.50, by offering 100% now, your EPCs have instantly doubled to \$3. That's a figure that will attract the big affiliates.

Affiliates can now look at that number and predict how much money they're going to make because they know how many clicks they can send with their list.

Focusing on the metrics is essential when you're going to attract quality affiliates to promote.

### **Create sales copy that converts.**

This would be a separate book, a separate presentation completely, but you need to learn this.

If you search for "*how to write a good copy*," you're going to get a ton of excellent stuff. Page templates make it a lot easier because you can create good looking pages.

That's almost as important as the words on your screen because if your page doesn't look good, people are going to bail before they've even read anything.

But you also need to learn to write copy. Nine times out of ten, it involves a story. You need to take the reader on a journey as they scroll down your page. Affiliates can also spot bad copy a mile away.

If I'm looking at a product to promote, the first thing I check is the way the page looks. If it looks like it's been thrown together with bad graphics, wrong wording, I walk away and don't even consider it.

I want to promote a good product; **the product has to be good**. Next, I want to make sure I'm going to get a decent commission if I decide to push hard for this offer. The sales copy is going to play a huge part in this.

If you're looking at a sales page that looks horrible as a potential affiliate, it's a good sign of what can be expected for the product itself.

**If the person doesn't care about their sales page's quality, how do you think they feel about the product's quality once they've gotten the money?**

Be very mindful of putting time and effort into your sales copy and your sales page because it has to convert. But, don't freak out about this if you're just starting.

### **This is a learned skill.**

This isn't a gift from God that you're born with, or you're not. This is something that you learn as time goes on.

There are specific templates that you can use as a starting point. There's lots of training material out there to tweak and perfect your technique.

But eventually, you're going to get the groove. You're going to get the things that work for your audience and the things that don't work for your audience.

**You're going to become better and better with each digital information product that you offer.**

The JV page is just as important as your sales page because it's "selling" your product to affiliates. As we said earlier, affiliates are generally lazy by nature. The first thing you want is a great looking page. But then, you want to make sure you give your JVs all of the information they need.

**How much commission can they earn?**

**How much can they earn if a customer buys through the whole funnel?**

You might be able to say something along the lines of "you can earn up to \$246 per customer." You need to tell people the commissions they're going to receive. And of course, the information about what your product delivers.

They all will need email copies and all of the graphics. There might be information about how to get a review copy on there as well.

Also, you want to put an opt-in form in there, but do not force the JV to opt in to promote. You simply want to give them an option to keep updated with your launch.

You need all of the information: the start date, the end date, and the start time.

**What happens at the end?**

**Is the product going to go up in price?**

So many JVs fail to give people that information. If the information is there, it makes it so much easier for affiliates and JV partners. Give the affiliates all of the information they need.

Remember, each affiliate could get you 100 customers or more. It almost makes more sense for you to put even more effort into the creation of your JV page than you did your sales page. This is a skill that many people brush off.

They spend all their time creating their product, and then when it comes to the recruitment of affiliates and the driving of traffic, they just brush it off.

Leading up to your launch, you need to be around. Whatever communication platform you're using, whether it be Messenger, Skype, etc. you need to add those details on your JV page.

Let people know how they can reach out to you. A JV may have a specific question, and it could be a make or break question for them.

If you don't answer that question in a timely manner, especially if you're currently live and you've got someone who's waiting to promote, then you're going to lose that JV potentially.

As we've said, it could be 100 customers; it could even be 1000 customers that a potential JV can deliver.

### **You must be available for any potential JVs.**

Making yourself available to them is the way that you're going to retain them. Answering their questions, being there in case they need something—a link, an email swipe. If they just have general questions, you need to be there to answer them.

If you're not, that affiliate is going to say, *“well, if they're not here to answer my question, will they be there to answer a customer's question when a customer needs help?”* Think about that.

Finally, you want to educate your affiliates. If you've learned something that can help an affiliate get more sales, you need to tell them.

What I do is, if I see a particular affiliate doing well on one of my launches, I find out what they're doing, and I'll tell all the other affiliates. Maybe they're using a bonus, or perhaps they're doing something specific.

If I find a specific email that has converted well for me, I will include it in my JV emails. I might tell my JVs, *“this email got me a 37% conversion. Here it is, use this email.”*

Anything you can do leading up to the launch, especially where you can educate affiliates, tell them they need to mail often.

Tell them there's a bonus template you've got available. Tell them to be ready when you go live. Just make sure you've got all the information they need and educate them as much as you possibly can.

For the smaller affiliates, who drive only 10, 20 sales, what if you can double the number of their sales just by educating and giving them good stuff?

Doing this will help them get more sales, and obviously, that's going to help you get more sales.

It will help you tremendously by giving your best selling tips to the people selling for you.

### **Educate your affiliates.**

It just makes a whole lot of sense.

Remember that it's not just about them promoting this product. It's about them being so delighted with the results that they received promoting your product.

**Being enamored by the fact you gave them 100% commission and excellent customer service.**

The fact that you were there making yourself available, they will want to promote for you repeatedly, not just this product, but your next one and the one after that.

Affiliates are the key to your success. It's a part of the process you have to consider when creating a digital information product. It's not like a field of dreams where you just build it, and they're going to come. You have to create an excellent product.

We've given you many tips, tricks, and methods that you can use to create a digital information product.

We've been talking a lot about PLR. We've been talking about building your funnel, making your sales page, and making everything look pretty. But what good is it all if you don't have affiliates to send you customers? Affiliates are the keys to your success.

**In my business, what has worked well is that I always focus on creating products to make my affiliates rich.**

When the offer is a no-brainer for customers to buy and a no-brainer for the affiliates to promote, you'll have traffic and sales coming out the wazoo.

Remember, the more money your affiliates make, the more money you make. It's as simple as that. Give your affiliates most of the commissions, because if you've got the right setup on the backend, you can afford to do this.

When you have launches happening consecutively, affiliates will remember a profitable promo. They remember a good campaign. If that's one of your products, the next time you're launching, they will be there for you.

Remember that you should also build relationships with affiliates, and it is a long term process. Over time, you're going to build relationships with certain marketers where you know they've got your back. Where they also know they will promote you.

It works both ways as well. You don't want to be one of these marketers who disappears when you've got nothing going on, no launches in your pipeline.

We see this happen often. I might message a certain JV or a potential promotion and get no response back, but then six weeks later, when they have a launch going on, guess what? They come back. You don't want to be like that.

Don't be one of these guys who just disappear and then all of a sudden comes out of the woodwork when you've got a launch going on.

It's all about relationship building.

Here's another quote I want to leave you with...

*"People don't buy what you do; they buy why you do it."*

- Simon Sinek

## CHAPTER 4

# Advanced Strategies

We're going to talk about taking your product creation to a higher level. You should always have a long term strategy for every single product that you create. You're not just building a digital product. **You're building an entirely digital business.** You have to set yourself up for success from the start.

You should be thinking in advance what's going to be the next thing? How am I going to follow up on this product? How are we going to turn this into a business funnel, not just a sales funnel?

When you create a digital information product, one of the things that we've been harping on is making it attractive to affiliates. **Making sure that you have an upsell.**

By doing this, you have multiple pieces of your product. You're going to have a funnel for each product, but what we want you to do is consider setting up an entire funnel for your business.

Thinking everything through from the beginning will help you follow up this product launch with your next product launch so that everything fits together well, so you can monetize your customers to the max.

This chapter will discuss some of these advanced strategies to help you do this long term and get more sales.

### **Long term digital product strategies.**

You're building a business, not just a product. Your goal is to create the very best material possible and deliver real value for your customers so that they keep buying from you. One of the things that I want to point out, release your best stuff.

#### **Give people a taste of your very best stuff.**

Have you ever noticed that it's always the most expensive scenes to shoot that compose the trailer when you watch a movie trailer?

In a one minute trailer, they might put the most exciting car chase that cost them \$1 million. This is how they attract customers; this is how they attract people into getting the whole thing.

#### **These are excellent strategies.**

You want to keep in mind that you want to create outstanding products and material because that will attract people and lead them to your high ticket offers.

If you're thinking that you can get away with just slapping things together, putting it out there, and that's going to attract a crowd that's willing to spend big money - you're mistaken.

Always have your customers' interests at heart. On top of putting out great products, you should be offering excellent support, you should be there for their questions, and your subscribers as well.

Make sure you respond promptly because your reputation is everything. You've seen the Facebook posts where a marketer has done something terrible, it goes viral, and their reputation is ruined overnight. You don't want to have customers that are upset at the end of the day.

**You want your customers to be your biggest fans.**

**INSERT IMAGE OF A FANS?**

### **Build your list.**

I think we've mentioned this in every chapter in this book. You should get the hint by now that it's probably the most important thing you can do. It's almost the purpose of creating these digital information products.

**Create not one, not two, but three lists. Set out to do that.**

Create a plan, create a strategy for building each of these lists because if you're not, you're just throwing away your product launches. You should be building a list of everything you do.

Everything you do online should be geared towards building a customer list, a subscriber list, because when you do that, you can create cash on demand. You can write an email, hit that send button, and within five minutes, you can be making money.

This next strategy touches on something that might make you feel a little bit uncomfortable in the beginning; I know it did for me.

### **Giving access for free to your product.**

We're going to recommend that whenever somebody, especially an affiliate, asks for free access to review your product, you give it to them.

**Does it hurt you to let someone have a look at your product?**

**Could there possibly be some scrupulous people out there that might try to take advantage of you?**

Yeah, of course. It's the real world that we live in; unfortunately, it's not a utopia. But the gain that you can have from letting someone that's considering promoting your product, review it, and then make the decision to take part in the promotion, and they send you 100 customers because you shared it with them, that's huge!

Here's the thing, you can give somebody access for just a few days. You can give somebody access for 24 hours. You can give somebody access for a month.

It doesn't mean they have access to it forever. I would recommend if someone asks you for review access, you create a page for people to ask for review access.

If we don't know the affiliate or have a relationship already, we make them fill out a little questionnaire with three or four questions to earn that review access.

At the end of the day, a quality affiliate should be reviewing your product anyways. You shouldn't be promoting it blindly, and you shouldn't expect an affiliate who can only drive 5 or 10 sales to have to go and pay for it.

I've had people in the past ask me to buy their product, which is crazy. If I'm going to promote your product, I need to see it. I need to see inside your members' area. I need to see your download page. I need to know how you're delivering your content and make sure it's actually worth what you are asking for it.

### **Be excited about your product.**

If you can't be excited about your product, **why should an affiliate be excited about your product? Why should the customer be excited about buying your product?**

I've seen so many good products go unsold because when it came time to call the affiliates to action or to call the customers to action, the vendor was just so timid or just so afraid. It's crazy.

If you've worked hard to create something amazing, then **you have a moral and ethical obligation to share it with the world.**

You should be excited about telling people that they should jump on board and promote.

You should be telling people not just to buy this product, but they should buy the up-sell, the down-sell, and every piece of the product because it's amazing.

If you don't have that kind of excitement, you can't expect an affiliate to be excited about your product. Your affiliates are going to be just a little bit less excited than you.

When I hit record, I go to another level, and I am excited. The way I look at it is if you've got a product that's genuinely helping people achieve whatever it may be, you need to get that out to as many people as possible.

You need to change our mindset from making as many sales as possible to helping as many people as possible.

I know I've got programs out there that can help people, and I want to get my products out there to reach as many people as possible to help them. When I'm talking about my products and services, I probably go up about three or four notches. I do get excited!

We live in a time where distance learning is common. It's just something that happens regardless of where you are in the world now.

People are going on the internet and not just consuming digital information products - they're devouring them. Why not be excited about going and sharing your product.

### **Run a JV competition.**

This is a very powerful, long term strategy for your business that will make you money over the long haul. Here's what I mean. You don't necessarily have to run a JV competition during the launch. You can run a monthly contest. You can run a yearly contest.

#### **The key is, don't offer something that you don't have.**

I see this mistake being made all the time by newbie vendors. They put these crazy requirements into their competitions. I've seen an affiliate put a picture of a \$300,000 Lamborghini on their JV page. But, on the fine print, it said that they had to make 1500 sales of a \$2000 product.

Who can sell 1500 copies of a \$2000 product in 7 days? There are probably two or three people in this entire industry that can move that kind of traffic.

When you look at this, it's a publicity stunt. People can see right through that. I'm not saying that you're going to do a Lamborghini, but I've fallen victim to this as well, where I offered things at the beginning that I probably shouldn't have.

If you don't have it and you can't pay it, you shouldn't offer it. You shouldn't make your affiliates jump through hoops. There shouldn't be fine print.

Whenever something comes into the question about whether or not your intentions are pure, you should always give the affiliate the benefit of the doubt. The whole idea here is to create an experience for your affiliate that delights them and makes them want to promote for you over and over and over again.

On a side note here. Depending on where you're doing business, in many states, a JV contest would fall into sweepstakes law. There's a law about your contestants being able to inspect the prizes before taking part in the competition.

If you don't have the prize, you shouldn't be offering it. In other words, you shouldn't depend on sales as a way to justify paying the prize money.

Basically - **NO minimums**, is what we're saying. You may be able to get away with a “pro-rata” contest. Let's say there was a \$1000 first-place prize, and you have to make 100 sales. If you only made 80, that would be \$800. That is probably as far as I go to find it acceptable, but some people take it to another level.

At the very least, have a competition for bragging rights where there's no prize money. The platforms make it easy. WarriorPlus has a competition feature built-in, so does JVZoo. However, ClickBank doesn't, but there is software out there that allows you to do that.

You should try and run an automated contest where affiliates can see where they are on a leaderboard in real-time.

Gone are the days when we literally count the sales in every deal and update our leaderboards manually. The tools are out there to make it easy. Again, just be careful with having requirements because if you have an affiliate that questions your ethics, they will probably bail.

## **Expert Techniques**

Let's discuss some expert techniques that will ensure you crush it when creating and launching digital information products.

We've touched on this one already. List your product for sale on multiple platforms. Why just settle in one place?

When we're talking about internet marketing, online business, make money online, and types of products, we're talking about JVZoo, WarriorPlus, and ClickBank. You've heard us mention these big three over and over again. But there are so many others.

There's Clicksure, Pay.com, and PayKickstart. There are so many more that I didn't even mention. There are also e-learning platforms, by the way, like Udemy. Many other sites like that might also be a place that you can list your product.

My point is you don't have to just settle for what you made launching it on one particular platform. You can also try launching it on another platform. Try tapping into that affiliate database and start building a group of affiliates that will promote for you on that particular platform.

I would recommend that you don't list it for sale on multiple platforms at the same time during your launch. You should probably run that grand opening launch on each platform separately.

Under no circumstances would I ever condone putting multiple payment buttons on the same page. You should not have a JVZoo button next to a WarriorPlus button next to a ClickBank button.

First, that would probably violate all of their terms of service, and it would kill your conversion. As well, if somebody were to ask for a refund. Here's what that looks like for you...

You: "Well, where did you buy it?"

Customer: "I don't know where I bought it. I clicked the button."

You'd probably want to stay away from that scenario; it would be a technical nightmare.

If you decide to launch on different platforms, you want to make sure that you have a welcome email sequence connected to the right platform.

Let's say you launched on JVZoo, and you have five emails that welcome people and push up sales. When you do choose to launch on ClickBank, you need a separate auto-responder sequence.

Your upgrade pages also need to have the same buttons. You don't want an affiliate who sends a sale through the front end on JVZoo, and then their customer buys the up-sell through a ClickBank link. This would be basically ripping your affiliates off, which is the last thing you want to do.

You want to make sure that you get this right, not just the whole sales funnel part but also the technology part.

What if someone didn't buy on that initial visit? What if they decided to buy later on, but when they returned to the site, they didn't buy through ClickBank, which is the one that was used to set my cookie? What if they purchased through a JVZoo link instead because you didn't set it up correctly?

You can see the problem here. An affiliate might feel like, "*wow, I've been robbed of my commission.*" Essentially, he or she has. You have to be very careful when you do this.

Something I use is "hard coding." This is something you might have to get a programmer involved with, as I do. But what this means is if you promote one of my Evergreen webinars. I take your ID, and it's plugged into every single email that's sent out for the following sequenced offers.

I also have a 99-day autoresponder sequence that also pays the affiliate due to this hard-coded link. I'm reassuring the affiliates that I will do everything in my power to make sure they get paid their commission.

What can happen sometimes is you can drop the cookie for that platform, for example, JVZoo, and then the customer might clear their computer's cookies. If they return to a page and do not click a link, the affiliate wouldn't get paid.

I do everything in my power to make sure that affiliates get paid. I tell them this on my JV page. I say, look, I hard-code your lead. You will get paid if someone clicks a link and then goes and buys a product.

**Ask your affiliates what product they wish they had the time to make and then make it.**

When you talk about expert techniques to ensure you crush it, what if you created the product for the traffic instead of creating traffic for a product?

What if there was already a hungry group of buyers chomping at the bit for a specific solution for a particular piece of information to a problem they're having, and you created the solution based on the need instead of the other way around?

Here is a quick story about something that I did in my career that probably resulted in me making the most money from one product launch that I ever had.

I went over to an affiliate that I was trying to work with. A guy that was completely out of my league at the time. He had been doing this for many years more than I had.

He was launching products and promoting products at a much higher price point than I was at the time. He was just far more advanced in every possible way that you can imagine.

I thought, *what could I do to get this guy to promote one of my products?*

Here I was, a newbie just learning the ropes. I said, what if my product was something that he wished that he could promote? I simply asked him. I said, *“Hey, what product do you wish you had the time to create, but you just can't? You're just too busy doing other stuff.”*

That question made him light up, and he said, *“Oh, man. I wish I could create XYZ. I've always wanted to do that, but I just don't have the time to do it.”*

I said, “That sounds like a great idea.”

Guess what I did? I went and created that product - exactly how he described exactly the way that I thought he would want. Then I came back to him and said, *“here's that product you wish you had the time to create. I created it, and I'm going to give you 100% commission if you promote it - just like if it was your own.”*

That guy just lit up. Of course, he promoted my product, and he gave me all of his leads in the process. I put them all into high-ticket webinars and affiliates. One of his webinars, by the way. It was a mutually beneficial arrangement.

This is an expert technique to ensure that you make money. If you want to make sure you're going to get an affiliate on board, get that affiliate on board before you even create the product. Ask the affiliate what product they wish you had for them to promote.

I also wanted some GDPR compliance, and I didn't have time to create it. I could've found one with an affiliate program, but I found a marketer who had received the actual rights to a software that did the job.

They had paid a lot for rights to this software. I said, “why don't you go and repurpose the content, and then we will launch together.”

That's exactly what we did. I didn't have to do a lot of work, but it was beneficial for us because we make sales of this software almost daily.

## **Document The Process**

Document the whole creation process and turn it into a product of its own.

I touched on this in one of the earlier chapters. Start creating two products in the process of building one. I'll admit that this will take a little more planning and a little more time and effort to do this.

However, what you'll find, is if you document the process of creating your product, you can often make more money selling the documentation, the case study, or that training course.

This is something additional that teaches people and shows them behind the scenes. You can sometimes make more money selling that than you can with the product created itself. It's a very powerful technique.

This is exactly what changed it for me as a marketer. I had launched successfully over a dozen products online, then I asked my subscribers, “would you like to learn how I do this?”

That was the birth of my first coaching program. I'd learned the process, and then I took it to another level by creating a product in front of them. We got the sales copy, created the members' area, and that's what I've been doing for many years. Yes, I still create and launch new products, but my coaching program takes you behind the scenes where you can watch me do it and learn step by step.

Here's something that a lot of people forget. Whenever an affiliate says they can't promote your product because they're busy or already booked, don't leave it there.

Ask them to mail their affiliates for you; affiliates are usually also vendors. That means they have an affiliates' list. If they can't mail their customers for you about your launch, maybe they can mail their affiliates with a two-tier link.

Remember, it's always about delighting the affiliate. Why not compensate them for going the extra mile?

Most of these platforms that we've been talking about give you the ability to create a two-tier link.

What that means is, the affiliate is going to not just get customers for you, but instead, they're going to get other affiliates for you. Only they're going to do it through a special link whereby you're giving them a percentage of your profit on any of the sales made by affiliates they refer to.

This is very powerful. For example, I have two webinars, but let's say you promote one of my webinars, and you make \$10,000 in commissions. Everybody's happy.

I can then ask you, *“do you know any other affiliates who will be interested in promoting this webinar? I'll give you a percentage of sales.”*

All that affiliate has to do is bring someone else to me, and I will give them a percentage of the new affiliate sales. As you can see, it's very powerful.

### **Recruit your customers to become your affiliates.**

Recruiting your customers to become your affiliates is another significant source of affiliates that many people ignore.

If you have an “earn money page” inside your website, you can train your customers to promote your offer. People that just bought the very product, you can teach them how to promote it. Who better to sell the product than someone that just bought it?

Think about it; you're much more likely to buy a car based on the recommendation of your next-door neighbor than you are based on anything the car salesman tells you in the parking lot.

You should recruit affiliates right inside your members' area by teaching your customers how to promote your products and give them an affiliate link.

Many times I bought something, and I just naturally turned into an affiliate for that product. A perfect example is AWeber. I've used AWeber since 2005.

I'm an advocate for AWeber, I recommend AWeber, and I promote it through my affiliate link.

It's the same when you buy a product. You might buy a product that you love, and you think, *“hold on, more people need to see this product.”* If your customers can go in there, grab their affiliate link, and promote it, they're going to do that.

### **Super smart info publishing advice.**

There are some tricks of the trade to just about every piece of this puzzle, and the actual launching and publishing part is no different.

First and foremost, don't be in a hurry to launch. This is one of the big mistakes I've mentioned it before. **We see it happen all of the time.**

People dedicate so much time and hard work to the creation of a beautiful product. They might spend months creating it, and then they become so anxious to get it out there that they rush through the launch process, and they skip the building of buzz—the anticipation.

They skip the whole affiliate recruitment part. Don't do that. Instead, be the person that puts just as much effort into the marketing as you did into the product creation.

When your product is ready, you want to get it out there right away, but you need to hold back. You need to build up buzz. You need to build that anticipation.

One of the big things I tell my students is when your product is ready, you need to wait at least six weeks minimum to set the launch date so we can begin the affiliate recruitment process. If we just launch the next day, we wouldn't have that buzz, and we wouldn't make as many sales.

Keep in mind that you want to recruit big affiliates, or at least affiliates that can send sales. However, these affiliates can send sales; they're running a business. They have a calendar. They don't just wake up and determine what they're going to do in their business that day. They're planning ahead.

You're going to have much better luck at getting on to the promotion calendar of these bigger affiliates if you've given them advance notice. In our business, it's 30 days at least. But if you can provide six weeks or even eight weeks, that is a much better chance of you getting a promotion out of us.

### **Give away your best stuff.**

This is one that I mentioned earlier. The most expensive shots of the movie are given away for free during the trailer. But how does this relate to your product?

Use leaked chapters and other free goodies to create desire and anticipation. One of the things that I like to do is create a small pre-launch sequence.

We start building buzz, and the URL of my website might be a “coming-soon” page. But on that page, there may be an opt-in form where they get a free sample.

Maybe this is a video walkthrough or some kind of a teaser as to what’s to come. This is an excellent way to build anticipation, not just for customers but also for affiliates.

Many people fall into the trap of thinking because it's free; it can be substandard. You might create a free report and ask for an opt-in, but you need to make it the best you can.

Imagine you’re charging \$1000 for this product. Imagine if someone is consuming your content. They are blown away by it, and you give it away. They’re going to think, *“WOW! What's going to happen? What's the paid product going to be like?”*

That means you have to make the paid product blow people away as well. Don’t fall into the trap of thinking; this is free, so I don’t have to put as much effort into it. You should be putting your best content out there for free as well.

### **You never get a second chance to make a first impression.**

The importance of image in marketing is just huge, and I think people underestimate it. The top six inches of your page is the most important because that's what determines whether or not they’re going to scroll down and keep watching or reading.

Everything in marketing is about getting them to the next step, and it all starts with your email. To get them to open the email, you have to have a good subject line. If you want them to read the email, you have to have good body copy to get them to click the link, and again, this is just designed to get them to the sales page.

Now they’re on the page, the top of the page is designed to get them to read the rest of the page. The headline is designed to get them to the subheadline. The subheadline is intended to get them to the body copy through to the purchase button. It has to look good.

If anyone of these breaks in that promotion chain, for example, you give the wrong impression or look like you don't care, have a broken link, a broken image, or it just looks like crap, you're going to lose that person. It's tough to get that back.

### **You never get that second chance to make a first impression.**

When you’re publishing your product and getting them to buy potentially, they don't care how much you know until they know how much you care. It's about stories. Stories sell products better than simply a list of features and benefits.

It's referred to as the pleasure principle. You may have heard of this in your college or high school days. They either buy to increase pleasure, or they buy to decrease pain. It's usually what motivates people to take action and do things.

When you're talking about selling information products, they either want to make some part of their life more enjoyable or remove some sort of pain point in their lives. To get them to take action, you need to wrap a story around that.

Publishing your product isn't just about putting a picture of it and adding a list of the features that it offers. It's about getting them to wrap their arms around it and imagine themselves going through it.

### **How do you do that?**

You do that by telling a story about the pain points, the pressure, and the problems you're going to solve for them. They don't care how much or how good your product is unless they know about how much you care about the problems that they're going through.

When someone's reading your sales copy, you want them mostly nodding in agreement and thinking, "wow, that happened to me." Then you've got the solution where you're going to ease that pain point. Stories sell.

People buy on impulse, and then they later justify their purchase with logic. I used to want to tell them everything about my product on that sales page. I wanted every single nook, cranny, and detail mentioned, and I often oversold the product. That is possible.

As vendors, we feel compelled to tell them everything about our product, but the reality is they're not buying your product because of everything. They're buying your product because of the one thing that it can do for them.

Most of these people, almost all of them, are going to buy based on impulse. Impulse is someone's propensity to buy. Someone's tendency to click the order button. Nobody has a family meeting about buying your info product.

What usually happens is they come across a link to your product, usually in an email, while they were in the process of doing something else. This is called pattern interrupt marketing.

When they get there, it's your job to get them from zero impulse - meaning they had zero intention of buying anything or spending any money before they opened the email and clicked the link. You have to get them from that point to, "*wow, this is amazing. Take my money!*"

**The way that you do that is with factors of impulse.**

The factors of impulse are:

**Fear of loss** - hey, if you don't take action right now, you may miss out.

**Indifference** - hey look, this isn't for everybody, but you could probably really benefit from this.

**Greed factor** - hey look, John got this, Harry got this, and Mary got it, and it changed her life. Everybody's getting it. Look at these testimonials.

**Sense of urgency**—there's not much time left because at midnight, this is coming down.

Fear of loss, indifference, greed, and a sense of urgency separates the professionals from the amateurs in the marketing game.

As an example, almost every Christmas, there's a toy that comes out that everybody wants. The reason they want it is because it's not available. You can do this quite cleverly with countdown timers, price increases, and systems like that.

You also want to over-deliver. You don't want someone thinking, "I shouldn't have bought the product." You want them to be blown away once they get inside your members' area.

Next, they justify the purchase with logic because after they buy everything in your funnel because you got them excited with your story, tomorrow they log in for the first time. They're not excited anymore. Now, they're justifying whether or not they should keep it with logic.

### **How do they do that?**

They have to determine if what they paid for is worth what they got. When we talk about over-delivering, I think a lot of people misunderstand what over-delivering means.

Over delivering doesn't mean that your product was more awesome than they thought it would be. It means that you gave them more product than they paid for.

When I order a pizza, that pizza arrives at my house, and it's delicious and tastes better than it ever has before, that's not over-delivering.

Over-delivering is when the delivery guy gives me more pizzas than I ordered. They gave me two instead of one. I only ordered one. I was only expecting one, he showed up with two, and he goes, here you go. He over-delivered.

Not that it was more delicious than it should have been. It's that there was more product than I paid for, and that's the key when we were talking about over-delivering.

## **Content On The Fly**

Let's talk about a couple of little tricks when it comes to creating your products. Consider creating content on the fly.

We talked a little bit about this before. We're using the bullets as talking points, and we're creating this material live right in front of you. Later it will be converted into other deliverables that include this ebook you're reading right now, pretty cool, right?

We may launch this product in the future as a stand-alone product. It could be included in sales funnels. It could be included in membership sites. It could be included as bonuses. The fact that we're doing it live, we're forcing ourselves to create content live. Like I said before, make something once, and you can sell it over and over and over again.

### **Dual-purpose your material.**

You could create it one-time and use it over and over again. If you think about it and you plan it out, not only could you dual purpose things, you could triple purpose things. You tri-purpose them and quad-purpose them. There are more ways you can use the same material, and the more the merrier, the more the better.

We charged admission for people to watch us create the same product that you're reading right now. You may be looking at it; you may be watching the video because you got it in the form of a bonus or because you paid for it.

### **Just think about that.**

We created a product that we are later going to earn money for, and we charged admission so that people can watch us make it. That's dual-purposing.

When you create something, think to yourself once created, "*what can I do with it?*"

Is it just going to be a one-time thing, or is it just something I'm going to put into a coaching program, or is it just something I'm going to take and maybe create blog material? I might take some of these little snippets, put them on Facebook, and do a Facebook Live.

Maybe have a link to my sales page if people want to buy the full package. Always repurpose your material.

### **Record everything that you do.**

It's not just recording the process of creating your product or making your product. When you're trying to think of products to develop, of things to do, what's trivial to you? What is just part of your regular day?

For example, checking your email.

Checking your email might be something so trivial, so mundane, it's just part of your day. Still, I guarantee you that right now, there's someone out there googling and trying to figure out how they can create an auto-reply for their Gmail, or how they can create filters, how they can use Google extensions, Google Labs, and numerous other options in Gmail.

There are specific things that you might do by default that it has just become automatic. They've become second nature to you. But somebody else out there, they're learning right now how to manage their email inbox. You, you're a whiz with keeping it clear, filtering everything out, and keeping your inbox nice and neat.

Simply recording a few minutes of that task could be something that you can use as content for either a product itself or maybe to drive traffic to a product. That little 3-minute video about organizing and managing your email could probably be just a small lead magnet.

Maybe it is just some content that attracts someone to the launch page or the sales page for your entire course about organization, saving time, outsourcing, efficiency, the list goes on and on.

It might be trivial for you, but it's going to be very useful for someone else. That means you should record it. Record everything.

A lot of people don't realize how much they know. When someone learns how to install WordPress and learn how to add the right plugins, add a banner, and things like that, some people don't know how to do that.

Often, something that you think is so simple and trivial, someone else doesn't know how to do it at all.

For example, one of the first lessons in my coaching is how to buy a domain name. If you have never purchased a domain name online, I show you a video about going and doing that. That's valuable to you.

Most people would probably know how to do that, but you have to remember that many people struggle to turn a computer on and simply log in.

If they come to you to learn what they want to know, that's when you can charge for it. You can earn money from trivial stuff, or what you believe is trivial.

**Always be creating content. Content is king.**

What we mean here, when we're talking about recording everything you do, it's having content.

In our business, my wife runs the administrative part of it. She records everything that she does, and then she uses it as training material for the employees that she hires. Think about that.

## **Why is it that you would want to have to train every single person that you hire?**

As you grow your company, wouldn't it just be easier to say, *"Hey, you're the new hire? We've got these five videos. These are the videos that you have to watch today."* Then let the person learn exactly the way that you trained everybody else.

This makes sure that everybody was trained in the same way. This also makes your life a lot easier, and this is just content. This is you just creating a system and a process in your business. It can also be used as content that you used to attract customers or affiliates.

When you're creating content, content is content. It could be used for multiple reasons. You can multi-purpose your content. You could use the same piece of content to attract an affiliate as you're using it to attract a customer as well.

A perfect example would be a demo video, a demo video of your WordPress plugin, an information product, or a site walkthrough. You can use that to attract an affiliate to promote your product, just as you could attract a customer to buy your product.

This touches on what we talked about before about recording everything you do. You might suddenly find something out, have a little discovery or breakthrough.

You can fire up your phone; you can go on Facebook Live, record it, and put it on YouTube. People love little snippets of valuable information. This is not always about the product creation part. This is all about building the audience.

If you figure something out and know other people are having that issue, record a 2-3 minute video and show people what you've done. I've seen videos on YouTube when I've gone to find something out. It might be something trivial, and it's had something like 300,000 or 400,000 views.

It's a 2- or 3-minute video. If you can come up with little, simple snippets of problem-solving and put that out there, that's going to attract people back to you.

I want to mention user-generated content.

It doesn't have to be your content that makes people happy and makes them want to buy your stuff. It could be content generated by your users.

There is a big, multi-billion dollar company out there. It's a website. It's the biggest website in world history at the time that we created this. **That site is Facebook.**

Facebook is loaded with content, and Facebook's owner does not produce one line of that content. It's all produced by the people that are on there... the users.

Look at YouTube. The owners of YouTube don't produce the content on YouTube, and it's one of the biggest sites on the internet.

## **Recurring Billing**

Consider building a recurring billing website where they pay you monthly to access your digital information products. Talk about sneaky tricks.

You could take that same product and instead of selling it one-time for \$20, why not sell it monthly for \$5 or \$10. Take those 15 chapters and release one of them monthly or release one of them weekly. You can make quite a bit more money by extending the rate at which you deliver.

There's no better feeling than the 1st of the month or the 3rd of the month, whenever your rebills hit, and you look at your account, you've already got \$30,000 just because overnight, all of your rebills hit, and there's already money in your account. It's a very comforting thing to start your month out knowing that there's already money there.

There are generally two types of recurring billing models that you could use for digital information products. There's the gym model, and then there's the book of the month model.

The gym model is where people pay for access. Imagine going to a gym where you work out. You pay, and you're only paying for that key card that lets you into the gym. You can go as many times as you want. You can use all the equipment that's there whenever you want.

They have other things that you can buy while you're in there too. You can go to the juice bar. You could sign up for special classes and training. You go to the gym, and you have access to it for one fee. You have access to everything that's in there.

That's a lot like a membership site with all the content in there, and you're charging money for a username and password.

To have access to the content, you have to pay me monthly. The content is always there. We might add new content. We might offer other things, but generally, the content's always there. That's the gym model.

The other model is the book of the month content. In digital terms, we call this "drip-feeding." This is where you sign up, and every month we add a new book, we add a new thing.

You log in right now, and until the first of the month and the rebill hits, we aren't adding the new product, the new workshop, the new ebook, the new PLR material, or whatever it is.

One of the big things about doing this is that it forces you to create content. If you promise new content each month, you're going to have to make that content. When you create the content monthly, you can also release that as a stand-alone product as well.

I've got many membership sites out there where it's updated, maybe six, seven times a year. But at the very, very low continuity. We're talking \$3.95, \$4.95, \$5.95. It might not get updated every month, but it does get updated.

Again, the two models we talked about there both will force you to create new content. If you've got 500 people giving you \$10 a month, you're bringing in \$5000 a month, and all you have to do is sit for a couple of hours and create some content, it's worth doing.

### **Every little bit counts. Wrapping it all up.**

Private label rights material can help you become an expert fast because you're using professionally created material and repurposing it.

Just remember that you have to make sure that you create the best product that you can. It has to deliver value. You don't want just to slap things together and make some giant collage.

It's much better to win people over with value than it is to try just to baffle them with volume.

There's a big difference. You can cram 13 to 14 PLR products into one digital information product and have it be 300 pages. You might think, "*wow, I'm over-delivering.*" But you're not, you're over-complicating. You want to make it valuable. You want to make something that people get inside, and they think, "*wow, this is great!*"

You can make something great with a 5-page ebook, or you could do that with a 10-page book. It's about getting them what they need. It's not about trying to make it so big and so huge.

If you try just to cram a whole bunch of stuff together and put it out there, you're not going to look like an expert. You're going to look like somebody that's just trying to peddle a bunch of stuff.

In my opinion, PLR material can help you take short cuts, but ultimately, it's all about creating something of value. Sometimes, you can take some PLR content average; then, you can give it the wow factor and make it outstanding. That's what you want to aim to do. Take the content and use the material to create better content.

It's never going to pay you like a CEO if you treat this like a hobby. If you're deadly serious about doing this, then you need to plan accordingly.

**You have to create a process.**

**You need to create a plan.**

You're not going to be able to stumble across a whole bunch of money in sales accidentally.

There's a lot of money to be made in digital info product creation. Because of the very nature of it being digital means you don't have fulfillment costs. You don't have overhead expenses that you would in a traditional business.

It's not to say that you're free of all expenses. It's a business, and like anything else, you have to invest in it.

However, if you don't treat it like a business from day one, meaning create a work schedule for yourself, create a product launch schedule, create a calendar that you stick by, your business will suffer.

Treat your affiliates like business partners, respect their time, and give them advance notice about your launches.

We could probably make a pretty big list of things that you should do that makes the difference of whether you're treating your business like a business or treating it like a hobby. But you have to be serious about this or else, why bother?

Why bother putting the time and effort into creating your digital information product if you're just going to slap it together when it comes to launching it? You'll only be disappointed.

Many people fall into the trap of thinking there's some big, mysterious secret out there where they can sit and do nothing and watch the money come in. You can sit and watch the money come in once you've put the work in.

Our businesses are probably making sales right now of certain products of ours. But to get to that level takes work.

I want you to understand that if you just keep looking for the golden goose where you don't have to do any work from the start, you will not find it. You need not only to treat this as your business, but you need to put the work in. If you do, the rewards can be phenomenal.

**It has to do with your mentality.**

Suppose you're approaching this thinking that the secret, the thing, or the magic button is perpetually alluding you.

In that case, you still believe that success is about searching and finding, and one day accomplishing it - that's not how it works. Success is about building a business little by little like a series of small failures, small successes.

There isn't a secret thing out there waiting to be discovered, which the moment that you buy it, you're all of a sudden going to be rich.

That sort of thinking only leads you down the road of shiny object syndrome, and you just keep buying and buying things because, with each item you buy, you think, maybe this is the one.

Maybe this is the one that's going to make me successful. And the reality is - success is right here. Success is right where you're sitting right now. It's a matter of taking action, being consistent, and treating it like a business and not a hobby.

The more you do this, the easier it's going to become. Trust me; I came from a background that didn't have anything to do with the internet, internet marketing, and building websites. I did use a computer in my last job, but it was just checking emails and maybe even tracking sales on a spreadsheet.

Other than that, I brought absolutely nothing to this industry of any consequence. It's all been skills that I've learned. It's all been things that I've got from experience, trial, error, failing, falling flat on my face, and just being willing to get up and try it again.

**I can't teach you how to be dedicated.**

**I can't teach you how to be driven.**

**I can't teach you how to be convicted and want to do this.**

Because no matter how good you are at it, we all often fall victim. We lose our work, we crash a website, or something goes wrong.

It happens to the best of us, but it will become easier and easier the more that you do it. The first time is going to be the most difficult. You're going to hit roadblocks, but it gets easier.

The first time is what will separate the winners from the losers. A lot of people hit one roadblock and give up. You're going to hit multiple roadblocks. We still hit roadblocks daily in our business, but we figure it out.

Once you figure it out and you're willing to learn, you learn how to write copy, build a membership site, put products together and create videos; that's when the rewards can come.

**The sad fact is a lot of people are not prepared to do that.  
They're not ready to put the work in.**

Everybody wants to be successful, but many people are not prepared to do the work required. I will say those roadblocks become easier. Once you've learned the process, the next time you do it, you'll fly through it.

The first time I created a digital information product, I didn't make any sales at all. It was comical. The only sales were the ones that I did myself to test if my button was working. But I got better, and the next time I made some sales.

The time after that, I got even better. I learned how to recruit affiliates. I learned a lot of different things. I got better with every single one. Not every product is going to be a home run. Just keep in mind that the more you do it, the better you're going to get on, and the home runs will come.

Every product isn't a guaranteed success, and you just have to understand that. But, the successes far outweigh the failures because you learn a process.

Unfortunately, most people will do nothing with this information. This same information that you've taken the time to read here, which by the way, we're very grateful that you invested this time with us.

But most people won't do a damn thing with this. It's a sad fact. It's what separates the winners from those that just end up complaining and saying, "Oh yeah, that thing just didn't work. It just wasn't for me."

**You've invested the time. Take action. Make it happen.**

We've tried to give you all of the information we know to provide you with a springboard to start the process. The rest is up to you.

You are now ready to rock. Creating digital products can be fun. It can be exciting, and it can be very profitable. Trust me. My wife and I are a true testament to this.

As I said earlier, we didn't bring anything of any consequence to this industry, but it's treated us very well. We've worked hard, and we've been very blessed for it. Don't over complicate the process. It isn't that hard.

If you're new and you've gone through this ebook and course, we probably mentioned a bunch of things that have your head spinning and thinking, "*oh my God. Can I do this?*"

**Well, the answer is YES!**

Yes, you can, because each piece will be learned in due time, and you know what? You're not going to get to the successes if you don't crossover the stumbling blocks.

Focus on creating products that look good; that sounds good. And most importantly, create products that add value to people's lives.

The internet age is still in its infancy. Many people have a common misconception because they got here too late or missed the boat...

**Far from it. There's still a long, long way to go.**

People will always be looking for information to better their lives, to ease pain points, and you just have to come up with the products that help solve those problems.

I want to congratulate you on making it through this ebook. We hope you've enjoyed this. We thank you for reading, and we look forward to seeing you in the next training course.

I want to end this chapter with this quote...

*"Customers are the growth engine of your business, and more importantly, they're humans. They have personalized wants and needs."*

- Austin Distel, the CMO at Proof.