

Create Your Own Products in a Flash!

on-line reference



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"What is the value of information?
How much is this course worth?"

This chapter contains what I call MSOP: Marlon's Standard Operating Procedures.

That is a topic that is so valuable or critical it appears in many or all my courses.

It is more important than regular information and needs to be repeated. That is why it is deliberately and on purpose in every product.

This MSOP is about the value of information. And how much the course you're reading is really worth to you.

There is something very frustrating to me personally that happens in my business and I want to share it with you.

It is this:

People --- that means you -- don't know how to differentiate between:

- a. quality of information
- b. quantity of information
- c. the graphic design and appearance of information

By gut feeling, by intuition, if a book or ebook is long, has alot of pages, it is pretty or well-designed and has a good title, then it must be valuable.

Nothing could be further from the truth. The first thing I want to do is teach you to differentiate the value of information.

There are those who excel at writing theory. I've known people who just churn out book after book on marketing. These are published and placed in major bookstores around the U.S. They may even be best sellers.

The author may be a terrific researcher. He or she is certainly a talented, even prolific, writer. But what is the value of the information?

Is the value the pretty cover?

Is the value how many pages are in the product or book?

Does a product with more pages, sheer volume, have more value than one with 10 pages?

Think about that question.

Let's say the pages all sound good. But they are written by someone who has NEVER DONE what they are writing about. They just spout off reams of stuff that sounds good.

They research their topic well.

What is that value of that to you?

Let's say a guy researches cars and writes a book called "How to fix your car." But he has NEVER fixed a car in his life. But his book is 5,000 pages. A professional graphic designer worked and made every page a work of art.

It is proofread perfectly. Not one typo or error in it.

If you need to fix your car, do you want that book?

Or do you want the book that is 50 pages and written by a mechanic for 25 years?

I'll take the book by the mechanic. Why? Because he knows what he's talking about from experience.

In my book, it is experience on the playing field that matters number one.

But there is another factor that is less obvious.

In marketing you often have superstar performers write books. That is common place. How much are those books worth?

For example, sales books. There are tons of them at the bookstore. I've read at least 100 sales books. Probably more.

I think that most of them are garbage. They may be written by a superstar sales person with great credentials. But that person has what psychologists call unconscious competence.

They are great at what they do but they are not conscious of how they do it. So what is the value of their work? They may write about many things on which they do not have experience. They may not be aware of how they do what they do so how are they supposed to teach it to others?

What you need is someone telling you how to do what they do who has conscious competence. They are competent, good at what they do, and they know how they got that way and can explain it to others.

The third factor you want is someone who simply cares. There are a lot of people in business who don't care what they tell you. They just want to make the sale.

Here's the sad or disturbing part about that.

If they provide a pretty product with lots of bulk or volume, it has the surface appearance of value. A lot of people will fall for this. It all sounds good. The person may even have good credentials.

So with all this, how do you judge the quality of information?

You judge the value of information by the result obtained.

That is all.

What is the value of information?

It depends on the result that information creates for you when you try it out. Here's the truth:

I could give you one page of instructions on Internet marketing. I could give you the

outline of Gimme My Money Now on one page and tell you to go do it. If you did, chances are you'd have a great result if you followed my exact, specific instructions.

On the other hand, if I charged you \$100 for that, my refunds would be out the roof. That's a fact. You would think it has no value.

Do you see how people judge or assess information by totally and completely wrong and false criteria? What matters is, does the information work! Not how long it is.

Let's say I write you a little formula on an index card. I say, "Go to the race track. Bet only on horses with these criteria. And you will win 3 for 1 every time. You get 3 bucks back for every 1 buck you spend."

Now, there is NOT a formula like that. But pretend there were. If I gave you that on an index card and it worked every time, how much is that formula worth? A heck of a lot. Would you pay a million dollars for it if you had a million dollars? Would it be worth that?

Well, you could get your million dollars back 3 fold the first race. Of course it would be worth that. Let's say, God forbid, there are TYPOS on that index card? Do you care?

NO! The purpose of the card is to get you to win races. Not to give you a book. It's all relevant to the purpose.

Do you care that that card has no freakin' graphic design on it? You say, "Hey, I'm not givin you \$100 for that card. I'm not even giving you 20 bucks for it. It has typos, it's printed on ugly index stock and it looks cheap!"

Move over buddy. I'll take the card and go make a thousand or one hundred thousand dollars with it today. You go to the bookstore and buy a cookbook with no errors.

On the other hand, let's say I have a 3,000 page course on horse racing with every betting method under the sun. The author really "over delivered!" How much is that course worth to you?

Well, not a lot. First of all, you do NOT know which one of all those methods really works. Do you need 100 methods or just one?

You need one. That's all. Just one that works. You do not need to spend time reading that course unless you enjoy reading. What you really need is the stupid little formula uncoded and written on an index card for you.

That's what I try my best to do in my products. I try to uncode things for you and debug the processes so they work.

In doing that, they sometimes seem quite simple. That's because simple works. The more complicated a procedure or process is or seems, the less value it has to your business.

That's what baffles me at times. Instead of writing long volumes that sound good, I think the shorter a product is, the better. If it can't be written in 50 pages, something is wrong. If you can't boil it down to 50 pages, in most cases, there's a problem. Something is up.

Now, I have products longer, much longer, than 50 pages. Why is that? Because most people just don't get it. They still equate length with value. So I add examples or do whatever to make the product longer. I do my best to add value and not fluff.

I have to create longer products or people ask for refunds. Then you get in trouble with your merchant account, get shut down and you go out of business. So I have no choice on the one hand.

But still the point is: I could boil it down to just a few pages. You would spend less time reading and more time doing.

My goal is NOT to write as many pages on a topic as I can. My ONLY goal is to give you information, data, that works. Either because I have personally used it or because my friends and people I know in this business have.

Listen to me: Typos do NOT matter. What matters is does the plane fly? Will the dog hunt?

The acid test is in the results.

What's interesting about this business is people are constantly looking for the new trick, the new secret, the new gimmick. There's nothing wrong with that. Goodness knows I buy everyone's products so I don't miss even one little thing.

At the same time, the magic isn't in the technology nor the latest, greatest whizbang secret.

You know where the magic is? The fundamentals. The basis. The great basketball teams, soccer teams, football teams. They ALL were masters of the basics. They would drill and repeat the basics in practice every day over and over again.

The players didn't object and say, "Oh coach. I already know how to do that. I don't need to learn more about that. I don't need to drill on that. I already know that."

Instead, they practiced the basics -- blocking, tackling, or whatever -- over and over and over again.

Mastery through repetition.

That is the path to success. That is the path to greatness.

I have listened to the same audio tape over and over and over. Or read the same material many, many times. I often do that with truly great information. I read it over and over because I get another little idea, a subtle nuance. Just that one little twist that can make a difference.

What drives me insane is on occasion someone will say, "Marlon, I already knew all that."

And what they're talking about is a method that took me 25 years to learn. I probably read 5,000 or 10,000 pages, conducted dozens of tests, lost tons of money -- all to produce that one simple method that seems so simple "I already knew that."

See, IT IS ALL SIMPLE ONCE YOU FIGURE IT OUT!!

But until you figure it out, it's complicated. What's more, there are a ZILLION THINGS THAT DON'T WORK FOR THE FEW THAT DO.

And the worse thing you can do is spend days, weeks, months, years trying to use information that doesn't work and then blaming yourself!

I did that.

I spent who knows how long and how much money trying formulas that didn't work, didn't make sense or were incomplete.

The test of whether or not you "KNOW" information

Let's say you take an art class.

You figure out how to use your palette. Your brush. Your colors. You know how to swish paint on a canvass.

Then you enroll in art class #2 and quit after day one. "Man, I don't need that class. I already know how to paint!"

Yeah, but how much will anyone pay for one of your paintings?

You become a master by practice and, yes, talent helps also. But it's ridiculous to think that because you can slap some paint on a canvass you are therefore an artist.

I can throw a baseball. I know how to do that.

But no one will pay me a dime to do it.

IT ISN'T KNOWLEDGE OF WHAT TO DO. IT'S YOUR SKILL IN DOING IT THAT MATTERS.

I have people who read my ad copy course that on occasion request a refund. I spent a lifetime putting together that formula. NO ONE HAD A FORMULA LIKE THAT TILL I CAME ALONG.

Now everybody has copied it. And people think, "Oh, I already know that." Listen: You do NOT know that. You do not know that until you can do it over and over and over again with skill and precision.

Being able to throw one strike isn't enough. It's the ability to throw them time and time again.

Can you write a sales letter that sales? And can you do it over and over and over again? Not can you get lucky and do it one time. Can you do it over and over?

Can you write sales letters in your sleep? Can you spout them off the top of your head? That is when you are a master. That is when you have mastered information.

Until you can do that, you do NOT know sales letter writing. That's a fact.

A test of a master is: DOES IT SEEM SIMPLE?

People read this or that formula of mine and they think, "Oh, that is simple." Yeah, it is simple because I've spent a lifetime perfecting that formula.

You watch a master painter whip out a picture and it looks simple. I'm not comparing myself to a master painter. I'm still learning myself. But the point is: There is genius in simplicity.

The person who makes it seem complicated doesn't know what they heck they're talking about in most cases, or they don't want to tell you what they do.

The perfect example is search engine positioning. You talk to a pro and they tell you, "Here's how you do it. One two three four."

You say, "Well what about this or that method I read about?" They say, "That doesn't work anymore and frankly it never did work that well."

Now, simple doesn't necessarily equate to easy. It's simple to throw a baseball over the plate. But it isn't necessarily easy.

There's an old saying the ad copy business.

You want a 10 page sales letter that sells? It's \$10,000. You want a 3-page letter that sells? It's \$15,000."

Why is more for the 3-page letter? Because you have to be much more skilled to do it in only 3 pages.

I can show you how to make money in one page. All the rest is fluff. Think about that the next time you get that 1,000 page free ebook or whatever.

You remember that Marlon Sanders told you if it's longer than 50 pages, the person is either intentionally making it longer or more complicated than it has to be or needs to be. Or they don't know what the heck they're talking about and they're just trying to snowball you with volume.

Making money isn't that complicated.

It's like fishing.

Step one: You find a pond where hungry fish are.

That is your target market.

Step two: You find out what the fish are biting

That is your lead generator or your product. If they aren't biting, do you blame your rod, reel, and the "how to fish" book you bought?

Heck no. You try different bait or you go to a different mud hole. It isn't the fault of the "how to fish" book. Maybe the fish aren't hungry. Maybe they don't like the bait.

Step three: You present your offer to the fish. You make a presentation of your bait to the fish in such a way it is attractive.

Step four: If the fish don't bit, you try different bait or go to a different pond.

And that's about all you really got to know about making money. It took me a lifetime to learn that. I always thought making money was complicated. Everyone made it seem like such a mystery.

This is a simple business.

You find products people want. You promote the heck out of them. You deliver a quality product. You service your customers. You offer them other things.

It's about targeting, surveying, creating, promoting, delivering, servicing, following up.

Here are my points:

1. Pay attention to people who actually DO what they're talking about
2. Pay attention to people who KNOW how they do what they do and can teach you how to do the same
3. Pay attention to people who can make it seem simple because it actually is.
4. Evaluate a product by the results you get when you use it. Not how pretty it is. Not by the cover. Not by the title. Not even by the reputation of the author or how many people endorse it.

When I started in this business back in 1978 I sucked. My first sales letters were all wrong and didn't work. My ads didn't pull. Nothing worked for me in that sense. But I kept at it. That's how I became competent and consciously competent.

If I was a born natural like some people, I wouldn't know how I do what I do. I don't

claim to be the world's best teacher.

But I do know my stuff is tested by the fire of experience. I do know it works. I do know where I've been, where I came from, where I am today and how I got here.

And I feel pretty darned confident I can share that with you and if you evaluate my information on the results it gets for you you'll find it's one of the best bargains and purchases you made.

Enjoy this product. Read it multiple times. Then do it.

Over and over and over again.

Best wishes,

Marlon Sanders



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Chapter One

"The Amazing System For Creating High Profit Products In A Flash That Sell Like Crazy!"

Course Objective: To give you certainty on the exact, precise steps you can take to target a market, find wants, create and test digital products.

Desired End Results: Products created that people will buy. No other end result is acceptable.

Criteria for judging your success: Do you act on the material and create a product?

Dear Friend,

Now that you have this manual in your hands, I know the first question you have is, "Is it for real?"

Can you really create your own products in a flash and then turn around and sell them for \$20, \$50 or even \$100? Can you really make 5,000% profits?

That is exactly what I have done in my business and what you should be able to do also when you finish reading this manual if you just follow my very simple, step-by-step instructions.

In fact, I'm so confident you can do this, I offer a very powerful money back guarantee. If you follow my instructions and create your own product, and you find it just didn't work for you, simply return my course and I'll refund your money back.

All I ask is that you give it an honest effort. Fair enough?

How much will you be able to sell your products for? That depends on the topic you choose and your target market. But I have created products in as little as three hours that I have sold for \$97.00.

In this manual, I talk about how to price your product for maximum profits.

The beauty of information products is that it's common to have a ten times mark-up for physical products.

So for a \$500 product, you've probably only got \$50.00 hard costs.

However, with the advent of digital delivery of products online, your profits become as much as 5,000%, or even higher. For example, the product you're reading right now was downloaded by you. I didn't have to print or mail anything. It costs me \$35 a month to maintain my digital delivery system. Of course, I do pay around 3% for credit card processing. And I have other overhead such as the cost of software and any contract labor I choose to hire. But all businesses have overhead. As for the hard cost of a digitally delivered product, it's practically nothing!

By the way, if you aren't familiar with the term, digital delivery means a product that you access through your computer. It could be access to a password protected website. It could be a software program you download. It could be an Adobe Acrobat .PDF file you download. (If you don't understand that term, I'll explain it later on.)

My product business has led to other lucrative income streams for me. For example, I launched a very profitable speaking career through a connection I gained through my product marketing activities.

Use Your Digital Products to
Add An Extra Profit Center to
Your Web Site

If you already have a web site, here's some great news: You can add extra profit centers with your little 5,000% products. All you do is write a marketing letter for each product, slap up a separate web page for each, submit to the search engines, roll out an associates program, pop out some press releases -- and you're done!

I don't care what you sell. You can create and market a problem-solving information product on it and sell this as an add-on in your web site and other marketing. I'll talk more about this in the course.

Market Your Two-Hour Products
Via Classified Ads!

Did you know there are hundreds of ezines (email newsletters) you can run ads in? It's true. This is one way to test your new product ideas.

Everything I teach you in this manual is something I KNOW from personal experience. I've tried probably every "wrong" way to do it and that's how I know the "right" way. You don't have to spend years of trial and error to learn from the "school of hard knocks" as I did. You can short cut your success just by taking to heart the instructions I give you in this manual.

The biggest mistake a lot of people make is simply ignoring common sense advice. For example, I explain to you in this manual all the reasons why it's in your best interest to create your own products.

Yet, I know that many people will not listen to me. They'll insist on going out and buying a "business-in-a-box" from someone else. If you take that route and get "burned," remember that I warned you about it in this manual.

See, while it may seem like the easy way out to sell products developed by others, the TRUE easy way out is to follow the system I give you in this manual to create your own products.

I believe the reason some people resist following my system is simply a lack of self confidence. You may feel like you don't have anything to offer others.

But even that is not a valid objection because I show you several ways to get around it. You do NOT have to be an expert on anything to follow my system.

You do NOT need a college degree to follow my system. Then again, you don't get bonus points for not having one!

What you DO need is the ability to spot what people are hungry for and provide it. To help you do that, I give you a simple method for finding out what products people want to buy most.

The real genius of my system is that it allows you to TEST your ideas for success

potential before you spend hardly any time or money on the product!

This is the MASSIVE mistake most people make. They bet the kitchen sink on a product BEFORE they have any clue if people will buy the product.

I'll guarantee you that ideas you think people will go bonkers over will flop. And that idea you think is a stinker may turn out to be your biggest winner. The only way you know is through testing using the methods I give you in this manual.

The beauty is, you can test your ideas dirt cheap or even free. And you only need one idea that pans out to make a lot of money.

On average, you'll need to try seven ideas to find one that is a winner. However, in this manual, I'll give you a "gang test" method that should reduce that trial and error figure for you.

In short, I've worked all the kinks out of this system. I've thought of every angle, every shortcut, every trick to put all the odds of success on your side.

So it's almost time to get started. But first, I want to tell you my personal story. By reading my story, you'll have the confidence you need to move ahead with your own ideas.

See, I want you to know that I'm a real person. And that the system you're going to read about REALLY works.

More about that in the next chapter.

Yours truly,

Marlon Sanders

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Chapter Two

"How I discovered the secret of creating your own 2-10 hour products and what it can mean to you."

My name is Marlon Sanders. I'm 43 years old.

I'm a real person not much different from you, and I have a story to tell. See, I was NOT a born salesperson or marketer. In fact, nothing could be farther from the truth.

When I was very young, I tried like heck to sell all kinds of stuff. I remember in the seventh grade when I was in band, I wanted desperately to win this mirror ball that would reflect colors on your ceiling. All I had to do was sell more magazines than anyone else in my band. Sound familiar?

Well, I darned near wore my shoes out trying to sell those magazines door-to-door. I think I finally sold a few.

And I remember various sales jobs I held. I had success at a few. But really sucked at some of the others. Heck, once I put 30,000 miles on my car in six months trying to sell insurance. And all I could do was get one person to buy a homeowners policy my manager privately informed me was NOT on the type of home we wanted to cover!

So that's how I ended up in the writing business. I figured if I couldn't sell in person, I'd learn to do it in print. And after years of hard work, study and practice, that's what I learned to do. When I was active as an ad writer, I got paid as much as \$10,000 to write a single sales letter.

What does this have to do with you and your two-hour products? Hang on just a second. I'm getting ready to tell you.

See, from the time I was in college I had tried to create and market my own information products. At first my attempts were crude and failed miserably. Several times I had a good idea but didn't know how to cash in on it.

I once wasted months writing a booklet that ended up being a HUGE flop. I never even sold one.

Yet, I KNEW that information products were the ideal way to start a mail-order business. Now I wanted a mail-order business because it meant I could get customers on a national basis and benefit from highly advantageous advertising rates. And, in addition, I knew I could start a mail-order business from my home. I didn't have to rent an office or retail space to open up shop.

I also KNEW that information products were ideal to sell. Why? You don't have to worry about products getting broken when you ship them. And since people purchase information, not the physical form the information is delivered in, you enjoy markups of ten times or more your hard costs.

Fortunately, because of the expertise I developed from learning to write sales letters, I gained the opportunity of networking with many extremely successful people. People who are legends in this business and who have made many millions of dollars.

One of the things I learned was that you had to find a MARKET then sell that market what it wants. Most people screw it all up. They begin with a product then try to find a market for it. That is, they try to find people who want to buy the product they have already produced.

I found out that is totally the wrong way to do it. You FIRST find out what the market wants to buy and then produce the product.

Furthermore, I found out that you had to TEST MARKET your ideas before spending hardly any money developing the product. And I learned how to do this legally by being able to deliver the product almost instantaneously if I sold some.

These are things not commonly understood. For example, I found out that one of the largest direct mail operations in the country experienced success on one out of seven ideas. And that number didn't change until they developed advanced market research procedures.

Which meant that I had to have a way to TEST my ideas quickly and inexpensively before I sunk money into them. Then I learned HOW to test market my ideas from someone who was a millionaire. And had the simplest test marketing system I had ever seen!

Plus, I learned how to TEST MARKET my ideas for dirt cheap and even free using online marketing.

What I'm saying is, slowly but surely, piece-by-piece my product creation system came together. And since then it has earned me as much as \$3,000 in a single day. While I can't promise that to you, I can say I feel certain you'll be very satisfied with the results you get.

As you go through the pages that follow, you'll see these themes echoed in the exact instructions that I give you. And know that every idea and suggestion I give you is tested and proven. It's something I learned from the school of hard knocks.

What seems like a simple, off-the-cuff idea may have cost me thousands of dollars and years to learn. And by following my system you can cut literally YEARS off your learning curve.

The great thing about owning your own products is the freedom it gives you.

- You can get others to market your products for you and sit back and collect a check.
- You can market your products on the Internet for dirt cheap or even free.
- You can build a mailing list and "rent" it out to others for tidy fees.
- You can barter your products for goods and services. For example, one of my friends has a home study course he sells and got his rent paid through joining a local barter group. You can barter your products for all kinds of stuff.
- You can send out publicity releases on your product and get free write-ups in national magazines.
- You can use your product as leverage to get featured on radio talk shows.
- You may even be able to use your product as an entree to get on TV talk shows. I have friends who have done this.

But most importantly, you can use your product or products to start your own business

from home and enjoy extra cash doing something that truly excites and motivates you.

You can start part time and have the very real potential to grow your business into a thriving full-time venture. The only limits are your imagination.

Here is what you're going to learn in this product:

1. How to conduct 12-product surveys.

You will use these surveys to find out what people want to buy. You will learn how I use exit surveys and the program I use to track the results.

2. Creating ebook covers and logos

I'll refer you to people who can create attractive ebook covers and logos for you.

3. What you need to know about writing your sales letters

I'll give you my overview of using sales letters to get people to buy your products.

4. How to create your audio files using Real Producer

You've GOT to get comfortable with the process of doing this. The only way to get comfortable is to do it over and over.

5. How to up with product ideas 12 at a time.

You're going to know the basics of targeting a market and coming up with product ideas.

6. How to get your sequence down

You want to practice this sequence over and over.

- a. Target a market of hungry fish
- b. Find the bait they want to bite on using 12 product surveys
- c. Write your KSL
- d. Create your audio file
- e. Create a download page
- f. Create your order form
- g. Test the sales letter
- h. Load up your autoresponders with follow up messages.

You need to be able to do this process in your sleep. You need to have these steps down cold. The only way you do that is through repetition. Doing it over and over.

Before I get into the nitty gritty, I next want to explain to you very clearly several things that this program does NOT involve.

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Chapter Three

"What This Program Is NOT"

Before I get into the specifics of how to create your own products in two to five years, I want you to clearly understand several things that my program has NOTHING to do with.

This is NOT a get-rich-quick system

While it is certainly possible to get-rich-quick using an information, I would never imply that you should expect this to happen to you.

For one thing, get-rich-quick implies that no effort is required. Creating your own products does require some work as I detail in this manual. And, of course, selling your products also requires time, energy and effort.

At the same time, let me say that this system is probably BETTER than any get-rich-quick program that you could ever buy. Why? Because it's real and it works, which is more than I have to say about many other programs.

Bottom line? If you're looking for a way to sit on the couch, eat donuts and get rich in 30 days or even a year, this system is NOT for you.

Listen, I'm NOT a multi-millionaire, and I'm NOT promising to make you one. But I am promising to show you exactly how to create your own products quickly and inexpensively.

This is NOT a network marketing or multi-level marketing plan.

I have nothing against network marketing. But that is NOT what this is. Now, it's possible that you could get a multi-level marketing organization to sell your products. While I haven't done so, I know others who have.

You can also use your information products as a way to generate LEADS for a network marketing organization. But the system I'm going to present to you has nothing directly to do with multi-level marketing.

Instead, it's simply a way to create your own products quickly and inexpensively. Now, when you think about it, that's what most people join MLM companies for -- products!

So if you're really into MLM, why not create your own products, start your own MLM and let others sell your products for you? That way, others are making YOU rich, instead of visa-versa.

This is NOT a catalog-buying program

When people first get into mail-order or direct response, the first thing they need is products to sell. There are many companies that have a catalog of merchandise. You can buy their catalogs and resell their merchandise.

Sometimes these companies make money NOT off product sales but off printing. They sell you full-color catalogs at a substantial markup and that's how they make money. They know you'll lose money when you mail out the catalogs. So their whole goal is to make a tidy profit selling you the catalogs to begin with. And if a few people get lucky and make money, that's even better. Now they have testimonials to use!

Use your common sense:

My suggestion is simple. Create your own product or products for the front end of your business...that is for the initial sale or sales to your customers. Then use other people's products for your repeat sales.

On the other hand, when you find out how easy it is to create your OWN products, it'll make selling other people's products less attractive.

This is NOT a pipe dream.

If you have any doubts about whether or not people make money selling information products, simply go to your library and look in the Direct Mail Rates and Data directories published by Standard Rates and Data Service. Here you'll find most all the lists in the U.S. available for rental.

When you look at these lists, you'll see a number consisting of information products that have sold in the thousands.

This is NOT an effort-free business

Creating and selling specialized information by mail takes knowledge and effort, just as any other business does. However, as I'll point out throughout this manual, this business has many advantages over other businesses you can start.

If you want to make money without effort and without acquiring specialized knowledge, you better win a lottery!

Create Your Own Products in a Flash!

on-line reference



Chapter Four

"Ten Steps To Creating Your Own Digitally Delivered Products in a flash!"

The manual you're reading began solely as a transcript of an audio tape. Then AFTER my Internet sales of the product took off, I decided to run a full page ad for the product. My feeling was that people were more apt to buy a manual than an audio tape from the full-page ad. So then I expanded this manual by adding additional chapters.

Since then, it has gone through numerous revisions.

The point is, when you start out, create audio tapes and deliver them online as audio files. Or you can have them transcribed, as you'll learn here. Later, after the product proves itself, if you want to create an expanded written manual you can do that.

THE BIG KEY

You paid me money because you want a result. And you want to hear it from someone who knows what they are talking about.

In just a few sentences, I'm going to give you specialized information that is worth much more than what you paid for this product.

Here it is. Here is the secret.

Do NOT create an ebook to begin your digital publishing ventures. Instead, begin by selling a quickly created audio file.

If and only if that sells, THEN may you progress to an ebook. What's more, then you can transcribe the audio file and use THAT as the raw material for your ebook.

Listen to me: No one else is teaching this. If they are, you know where they got it from. Right here.

I learned it by hard experience.

So -- here's the system.

One: You test 12 product ideas

Two: You digitally produce audio

Three: You test your sales letter

Four: You roll it out if the test succeeds

On rare occasion I get a refund from someone who says, "Oh, you didn't say anything new. I knew all that from other free ebooks..." Or whatever.

That's bull. It's total bull.

1. I'm the only person teaching you to FIRST create and test digital audio files.
2. I'm the only person teaching the 12-product survey in an ebook. I got it from Benjamin Suarez in 1978. Well, he does focus groups. I created the online survey version. At least, to my knowledge.

THESE TWO METHODS ARE WHAT YOU PAID FOR. THEY MAKE ALL THE DIFFERENCE IN THE WORLD BETWEEN SUCCESS AND FAILURE.

There are other products that teach you how to write. How to create ebooks or whatever.

But get this right now. That data is worthless until you have a product that sells. And unless you do what I'm telling you, chances are you're going to waste a ton of time creating a product that doesn't sell.

Then you'll write complaining that you tried Amazing Formula or whatever and it doesn't work. My friend, listen to me. If you do that after reading this, it's your own fault. You have been duly warned!

Do you want to spend time, energy and money creating and selling a product you KNOW will sell or do you want to take a shot in the dark at it?

FACT: In the industrial world, the chances of a new product being successful are one out of 21.

FACT: In the direct response business, your chances are 1 out of 7. That's something no one else has told you either. You must be prepared to try 7 times. But if you will use the 12-product survey method I teach you here, you have a good chance of improving those odds of success.

No one else teaches the 12-product survey. Yet, how do you know what product the fish will bite on? The bait they are hungry for?

If you just do any old survey, you are NOT following the formula. A regular survey does NOT do it. There is only one survey I endorse for this purpose and that is the 12-product survey.

OK, having said that, let's get into the meat of the product creation.

Here are eight steps to creating your own product in a flash.

I'm going to show you how to do it starting with a small amount of cash and time.

First of all, the type of product I'm going to teach you how to create is an information product.

And in specific I'm going to teach you how to create audio recording and reports. First I'll talk about info products in general, then I'll explain why I recommend audio recordings and reports.

Information products have a high markup. In other words, the value of the product has no relationship to the delivery vehicle. What's the value of an audio recording or a video? Depends what's on it, right?

That's the reason I like info products. When I sold audio tapes and manuals, I routinely

marked up the price of my products by 10 to 20 times. Now, I hardly even have a hard cost to deliver my products. So I set my prices according to what my research tells me will make the most profit.

Now, some of you who haven't been in business long may wonder if that markup is excessive. And the answer is no. The reason is, you aren't selling tapes or paper. You're selling information. And the value of information depends solely on the end results created by the information.

In fact, the markup on information product is crucial to your success. Here's why.

It gives you the margin you need to make a profit up front or at least have a sporting chance of doing so. If you're buying products from somebody at a 50% discount, you aren't going to be able to make money unless the cost of your initial sale is almost nothing.

It's fine to sell products you acquire from other people at a 50% discount. But don't use them as your lead product. Develop your own lead products that have plenty of profit built in.

Let me share with you the big secret of making a lot of money with information products.

Ben Feldman has been called the greatest salesman in the world by the Guinness Book of Business. I don't know if he is still listed that way. He may be retired now. But for many years in a row he sold more insurance than anyone in the world.

Ben had some neat sales philosophies. One of his favorite sayings was that the bigger the problem, the bigger the price tag for the solution. So you have to solve problems with big price tags.

In my seminars, I explain it this way. I hold up a \$10 and ask who would like to pay me 10 dollars for it. No one ever responds. Then I ask who would like to pay me a quarter or a dollar for it.

Invariably I get a lot takers! I call that selling dollars for dimes.

Now, the reason I'm going to teach you to make audio recordings and manuals is that these are the two easiest, fastest and cheapest formats to put your information in. If you deliver a physical product, audio cassettes in small quantities at current prices will cost you 69 cents each. That includes duplication, the cassette shell and the label. Of course, that might change in the future. But the price will still likely be very low compared to other methods of product creation.

However, if you deliver that audio recording online as an audio file, your cost is almost nothing.

Let me explain how that works in case you aren't familiar with audio files. There's a technology online called RealAudio. It allows you to click on a link and listen to an audio file WITHOUT downloading it.

For an example, click here:

<http://www.higherresponse.com/realaudio/live-demo.ram>

What this means is that instead of having to duplicate and mail an audio tape to someone, they can simply listen to it right online. Your existing web host probably already allows you to deliver RealAudio via your web site. If not, there are hundreds of web hosts who will.

Another reason I like audio recordings is that they are so easy to create and deliver online. You can get your audio recordings transcribed for \$1.75 to \$2.50 per page at the time I'm writing this. Later I'll give you my resources for transcribing.

With an audio recording and a transcript, you're set to deliver your product online.

With audio recordings, you can actually put out an advertisement online on the computer and then only record the product if you get orders. Imagine this....you turn on your computer before going to sleep at night. Then you wake up in the morning with orders. You then make the recording right into your computer (without even using an audio tape) and then you upload it to your web site. You can make that product available literally IN A FLASH, just like I promised.

Still yet another advantage of audio recordings and manuals is that nearly everyone can listen to audio on their computer. Almost all new computers come with a set of speakers. When people plug those speakers in, they're able to listen to your audio files. Contrast that to video tapes where we're still a little behind the technology curve in being able to deliver those online. The time will come soon when we can. It just isn't quite here yet. Plus, the cost to make an audio recording is practically nothing. The price of filming a video tape is much higher.

I suggest you start with audio recordings (and/or tapes) and manuals unless you have a target market with a strong preference for videos that you mail. That would be the exception, not the rule.

The first few steps of this formula are going to help you come up with the idea for your product. If you already have a successful business and simply want to create an information product as a lead generator, you can jump ahead a few steps.

Step One: Make a short list of your hobbies, interests and past work history.

What do you enjoy doing? What are you really knowledgeable about? What do people come to you for advice on? What do you spend your free time doing? Or what WOULD you do if you had free time? What are you most passionate about in life? Or what COULD you be highly passionate about? What topics have you always had an interest in? What hobbies would you take up if you had the time?

The best thing you can do is to sell what you know to people you know. Sell what you are passionate about.

For example, a very good friend of mine has struggled selling a certain product. Yes, his passion is in a totally different area...longevity, herbs and vitamins. That is a great field for him.

My advice was to stop selling the product he isn't passionate about, create and sell one in a field he IS passionate about.

Step Two: Make a short list of problems you know how to solve as practically second nature.

Let me give you an example. One of the things I'm good at is writing persuasive letters. So people often ask me for advice.

What problems do you know how to solve that other people don't. It's a good sign if people often ask you for advice or help in that area. Make a list of all the problems you can solve better than other people. Brainstorm. Don't critique your ideas at this point.

Or how about this one: My dad builds and flies model airplanes. These planes are often quite expensive to build. What he knows how to do that a lot of people don't is how to repair them after they've been crashed.

Or I was talking to a man the other day. He said, "Marlon, what business can I start. I don't have the background you do." I asked him what he did for a living. He said he was a geologist. So I suggested he use his experience as a geologist to create a product. I'll show you how to do that in a second.

Now, if you simply don't feel you know anything of value about any topic, don't despair, I'll show you how you can still create an information product by partnering with someone else. I'll get to that in a minute.

Listen up: You do NOT have to know anything about the topic you're creating a product on IF you interview experts to create the product. If you have a great passion for an area or just think it's so hot that you can't miss, then use this tact.

In general, though, the surest way to success is to sell something you know to people you know.

Step Three: Turn each problem you can solve into a special interest information product title.

Let's take the example of my dad. Since he can show people how to repair expensive model airplanes dirt cheap, his product title would be this: How to save thousands of dollars by fixing your crashed model airplanes yourself -- even if you think you can't.

Here are two tips:

1. Your title should begin with the words "how to."
2. Your title should include a benefit. In the example of my dad, the benefit was "save thousands of dollars."

Here's what I suggested for the geologist: Top geologist reveals oil investment scams -- and the one right way to possibly strike it rich.

Now it's your turn. Take each of the problems you can solve and turn each of them into a "how to" title.

I'll tell you where you can find some great titles: Look at the titles on the cover of Cosmopolitan magazine! They have a talent for writing article titles that grab you. Same thing for Reader's Digest.

Or, if you're selling to a business market, look at the titles of the best-selling publications or books in your field. Use these as models in creating your titles.

Take their titles and use them as a model or pattern for forming your own. See, titles are ALL IMPORTANT in this business. You can change your sales by the thousands just by using a different title!

If a product doesn't sell for you, the VERY FIRST thing you want to do is try a different title. Numero uno. That concept is so important I'm going to repeat it. If a product doesn't sell for you, the VERY FIRST thing you want to do is try a different title.

The surest way to success is to SELL SOMETHING THAT IS ALREADY SELLING. If you come up with a topic that no one has ever bought before, it's risky. The best thing to do is look at your target market and see what they are already spending money on them sell it to them again!

That means you need to look for information products, reports, tapes, videos, classes and training that people in your target market, area of interest or field are already buying. If they aren't buying anything from anyone, then you're going to have to find a new field!

It's too risky to be a trailblazer. Find out what people are already buying, then sell something similar to them again. If your product titles are built around problems people already have and WANT (not need) to solve, then they should be things people will buy. If you aren't sure, it's OK. Just plop it into step four and survey it.

Step Four: Conduct a 12-product survey

Go crazy. Show your list to all your friends or to a group of customers. You can email the list or fax it out. Get everyone you know to vote on which product title they would be most likely to buy if it were available. Ideally, you want people to vote on the titles who are already your customers or who own a product as close to yours as possible.

Short of that, you want to get votes from prospects, people who have expressed interest in your general category of products. In other words, you want to collect this information from members of your target market if at all possible.

A friend of mine did this with a list of book titles. She published the winning title, sold 750,000 copies and became an instant millionaire! Oh, and the book had all blank pages! But that's another story!

I'm thinking about producing a separate audio and/or program on how to do the research on product ideas. For example, a friend of mine, Teresita Dabrieo did a survey like this on the Internet and got a whopping 600 responses.

One thing I do is put a survey in my web site. I give people a free report in exchange for filling out the survey.

I'm going to give you a rule that will save you a ton of time, money, energy and wasted effort.

NEVER EVER CREATE A PRODUCT UNTIL YOU FIRST DO A SURVEY OF 12 PRODUCTS WITH YOUR TARGET MARKET.

I cannot emphasize this too much. If you just create a product as a shot in the dark, your chances of making a mistake are high. By first doing a survey of 12 products, you put the odds in your favor.

What I do is create an email that gives the title of each product. I ask people to select the one product they are most interested in buying if it were available today. You can post this survey in forums related to your product or service and offer a free gift for responding. Or you can send the survey to your opt-in list if you have one.

In chapter fourteen, I have a sample survey. I recommend you set up your surveys at: <http://www.zoomerang.com> You can set up a very good-looking free survey there.

Also, the secret to getting people to fill out a survey is a REWARD. The only way to get people to do what you want them to is to reward them. If people aren't doing what you want, then it means you aren't rewarding them.

You can pay them \$10-\$50 to fill out your survey. Or offer a free report or product or service. Or any other reward you can think of. You can offer them a free copy of the winning product just for taking the survey.

Personally, I use free reports since I already have some written. This is probably a good use of those reprints rights to other products, if you can find them. Or perhaps someone who has written a good article will allow you to use it as a freebie. Contact authors, ezine publishers and so forth and ask.

However you do it, it's extremely important to do the survey. The reason is that in the

survey people tell you WHAT they want to buy. Then you turn around and sell it to them. The secret of marketing is to give people the chance to buy what they already told you they want to buy.

If you're having problems selling a product, it's probably because it's a hard sell and people just don't want to buy it! I don't care if people "need" it or not. People don't buy what they need. They buy what they want.

The way you find out what they want is via the 12-product survey. Now, you have to aim all 12 products at the target customers you're surveying. You don't survey a car part idea to a book buyer! You survey car part buyers with 12 car part products. And 12 book products to book buyers. And even then, it has to be the category of books they buy. Don't survey non-fiction readers with fiction titles!

You can find a zillion online forums in which to post your surveys by going to any search engine and typing in "(insert topic) and forums"

Step Five: Write your Killer Sales Letter

Writing the Killer Sales Letter is beyond the scope of this product. I discuss it in [The Amazing Formula That Sells Products Like Crazy](#) and [Ad Copy Secrets Revealed](#). But in the big scheme of things, it's crucial you write the sales letter before you create the product. That way you can make sure you cover every single bullet of info promised in the sales letter in the product.

Also, you make sure you CAN write a good sales letter for the product. If you can't do that, what good is it to create a product?

Step Six: Put up a two-page web site

My idea of a good web site is two pages. That's it. Just a one page sales letter and order form. Keep it simple. Either they order or they don't. Leave all the "content" creation to the pros. Your job is to sell something and create money out of an idea.

Now my sites have testimonials pages and other stuff. But when I was getting started I didn't have all that. Just a hot sales letter and an order form will get you started.

I use Front Page 2000 and/or Dreamweaver for web design. I didn't like the old Front Page. But 2000 works great. I think Front Page 2000 is easier to use than Dreamweaver and you can get CD Roms that teach you how to use it.

You're going to need a web host. Get someone good but cheap. Here are several ideas: <http://www.speedyweb.com> If you're a beginner, try <http://www.virtualisys.com>. They're very easy to use.

Step Seven: Make an outline of your problem-solving process, steps and tips.

Count the votes from your survey of friends and/or the members of your target market. Which product idea won?

Now what you're going to do is create a product on that topic. How? By creating a detailed outline of all the steps needed to solve the problem. Include tips, suggestions and ideas. Walk people through the solution step-by-step from ground zero. You don't need a word-for-word script in most cases.

I used a transcript for the tape this product was initially made from. But most of the audio products I recorded, I made with other people. Before I talk about that more, I want to explain what to do if you rack your brain and can't come up with anything of value.

First of all, you're probably discounting your experience. You do have things you could talk about but you don't acknowledge it because you don't perceive yourself as an expert. You know what an expert is? It's somebody who has a book or a tape on a topic!

In reality, if you can solve somebody's problem, they don't care exactly how you got the solution. They care THAT you have the solution. There may be more qualified people in the world to produce the info product than you. But guess what? They aren't doing it and you are! That gives you the advantage.

I'm not advocating the sharing of ignorance. If you don't know what you're talking about then don't pretend you do. But what I find in talking with people is that's usually not the case. Usually you've spent a lifetime on a hobby or in a career. Yet you don't value the expertise you've acquired. So first of all you need to value the information, know how and expertise you do have.

But let's say worse comes to worse and you're still a zero, what do you do? Go down to the library and camp out. Gather and read information until you're convinced you are an expert on a topic. Then produce the product.

Option three is to find someone who you wholeheartedly feel IS an expert and jointly create a product with them. All you need is one hour of their phone time. Ask them detailed questions on how to solve the targeted problem or how to get the result. Suck all the great information out of their brain. Oh, and the most important step is to record the call.

Recording telephone calls can be done by yourself....but I suggest you go to a real recording studio and have them do it for you. It's much more difficult to get a good quality recording over the phone. Of course, if the expert will agree to meet with you in person, that's fine also. Just take your cassette deck, mike and mike stand with you.

Step Eight: Make your audio recording.

Here's another resource you probably have never read about anywhere:

This is some HOT software. It lets you record from your phone directly onto your hard drive! So you can easily record a phone interview.

Here's the software: <http://www.voicecallcentral.com>. In the event that link changes, let us know at support@amazingformula.com. I've used all the other resources I'm giving you. This is a hot one I just stumbled upon.

This is information I didn't give in Gimme My Money Now. See, I saved the best digital publishing tricks for what you're reading now.

What I personally do for the most part is to have audio tapes turned into real audio. You just plug your tape recorder into the "in" input of your computer. You hit play and then record on Real Producer and you get a digitized recording.

You can get a free version of Real Producer at real.com. Well, they may charge for it by the time you're reading this. As I'm writing this, there is a free version.

You can also just plug your mike into your computer. I use a big long one that gets tremendous quality. It is from <http://www.telex.com> and I love it.

If you need audio tapes turned into real audio by a pro, then go to <http://www.wbcimaging.com> and tell them Marlon sent you.

Let me tell you something right now. The resources you're getting here aren't guesswork. They ARE what I use.

This is all hot, new information. So don't even think of writing and saying, "I learned all that in Gimme My Money Now! None of this stuff is in Gimme. I just want to get the record straight.

I'm giving you new, practical, usable information. In fact, no one else gives these resources anywhere. And if they do, you know right now where they got them from!

How to get your product covers produced

You've seen them all over the net. Book covers, ebook software package designs and so forth. They add perceived value to your product -- whether it's an ebook or audio.

Here are several folks who can do them for you.

Here's how the deal works:

Find a friend who has the problem you can solve. Invite them over. Write out a list of questions they have concerning how to solve the problem.

Make sure the questions cover all the points on your outline. You can record directly into your computer or into a tape deck. It's probably easier to record directly into your computer.

All you do is have your friend ask you the questions and you answer by going over the tips in your outline. Don't worry about sounding slick. People are buying problem-solving information, not a pro recording job. However, if you follow the instructions in the digital recording chapter, you'll have a very nice sounding product.

I've actually spent 3 days straight in a recording studio working off outlines like this with very little preparation. It's much easier than it sounds, especially after you do one or two.

If you want to get fancy, you can have the tape or tapes transcribed into a nice little manual that you deliver online as an Adobe Acrobat PDF file, which we'll talk about later. Each hour tape will make up 20-30 pages double spaced. Two tapes plus a transcript can sell for up to \$97.00. One tape sells for up to \$47.00, depending on the topic.

For higher cost programs, I think the manual is essential. If you're selling a product for \$1000 or \$2000, a manual helps you build value. But I also use them for lower cost programs. It's really no big deal. I do some editing on the transcripts but not a lot. I have a secretarial service in Dallas that cleans up some of the bad grammar. You'll be surprised at the bad grammar you use when you speak. Some people work hard at turning the manuscript into a masterpiece.

For my purposes, a decent transcript that the customer can refer to is all that's important. I think a transcript adds a lot of value to the product. Because after you've listened to the cassette, you can go the transcript to refresh your memory. But you don't have to listen to the whole recording again to locate one piece of information.

Some would might argue, "why not then just sell the transcript alone." And you can. But never understate the emotional power of the spoken word. Would Martin Luther King's "I have a dream" speech be as famous if it were only written? Absolutely not. The spoken word transmits emotion and feeling. People like hearing the voice of a person they identify with.

At first I didn't see it this way. I thought, man who needs a tape plus a transcript. Then after I owned a lot of tapes, I realized the problem. I usually listen to tapes while I'm doing other things so I can't take notes. Then later when I need a specific piece of information, I have to listen to the entire cassette again. I hate it.

That's why I'm a believer in transcripts. Now, the only thing is, I think it's fair to tell the purchaser the manual is a transcript. I've personally purchased products before where I thought the manual contained additional information not in the tapes. And I was disappointed.

But I wouldn't have felt this way if the seller told me up-front the manual was a transcript of the audio recordings. Others may differ with me on this point. But that's the way I see it.

If you sell to a high class market or you have a program that has proven its sales power, you might want to have a graphic designer make a professional cover for you. Good packaging adds sizzle to your product and increases customer satisfaction. You show the cover in your ad at your web site. And you make it the opening page of the digital product.

One graphic designer I have used is Jim Weems. He's terrific! I haven't had him design any album covers yet, but he did an outstanding job on my letterhead and business card. 1-918-252-1103. He specializes in the print world. I don't know if he has done stuff for the World Wide Web or not.

You can also hire people from elance.com.

How to get your logo designed

For logos and such, I use, <http://www.gotlogos.com>. I have been happy with their service. But as with all my referrals, do your own research, use your head, get quotes, shop, be smart, use your common sense and be a smart business person.

Just because someone gives me good service doesn't mean you'll have the same experience.

But there is no shortage of web designers and webmasters who can put something together for you. Don't worry about this when you're starting out. Plain is OK. After your products start selling really well, you can hire a designer to put some flash into your products.

To find a designer, type "web design" into a search engine and start hunting. Be sure to get samples and have a signed contract before doing business. Never ever spend money on expensive graphic design until you find out IF a product will sell.

A lot of times, you'll have a problem selling even one copy of a "dog" idea. Of course, with the survey you did, the odds should be on your side. But you just never know until you send out the sales letter. Which brings us to step eight.

Three other neat product creation tools

If your product involves software or anything that you need to demonstrate or show on the computer, I recommend [camtasia](http://www.camtasia.com) and [qarbon](http://www.qarbon.com). If you need to create flow charts, my product of choice is easily [inspiration](http://www.inspiration.com). It's a joy to use.

I'm proud to recommend these products because in my experience they are all excellent.

Step Nine: Test the KSL!

Now it's time to find out if the KSL works or not. If it converts 1% to 2% of your unique visitors to sales, you roll out your associate program and other marketing methods described in The Amazing Formula. If you don't convert that much, then rewrite your headline, boost your offer, charge up your guarantee, juice your bonuses and try again.

If it still doesn't work, try testing it to a different list or audience. And if that doesn't

work, go on to the next product. Don't waste your life on a dead duck product.

Your profit margin on digitally delivered products is simply insane.

I'm going to talk about this in another chapter. But I have a company I recommend you deal with to handle real time credit card processing and on-the-spot digital delivery. When your customers fill out your order form, this company will process their credit card, issue a password and provide a link to a download site. The password will die after a few days, so if they pass it on to other people, it won't work.

Your fixed costs for this system are under \$100 a month, and your incremental costs are small also. You'll pay a small fee per order such as .50. And you'll also have your merchant account processing fees, which will usually be 3% or under.

Selling online digitally is the way to go. The only thing you really have to worry about is charge backs on your merchant account from people who claim they don't get the product. This is only a problem for the most part if you automatically process transactions as I do.

What we do now is automatically process transactions but then after the sale follow up with a phone call to make sure the phone number is valid and not fake. We also watch for returned emails that indicate someone gave us a fake email address.

How to get the traffic to test your sales letters

The question always comes up: How does a beginner get the traffic to test a sales letter?

Several ways:

1. Offer someone with a customer list 85% of the profits to test your sales letter for you.

This is a great reason to make friends in this business. How do you do that? Call people and make friends. Network. You can also make this offer in an online marketing forum. How do you find one of those?

Use your head. Think!

Go to any search engine. Type in "online marketing forums" and I bet you'll find some!

Don't make this complicated. It isn't. I launched Amazing Formula by accident. I gave a friend 85% of the profits for one month to return a favor he did for me. The thing just took off!

2. Test it to your own customer or prospect list if you have one.

3. Buy traffic

You can buy traffic from goto.com. You pay so much per click. This is an easy way to do testing. However, be sure you buy targeted and not general key words. You're wasting money with more general key words.

You can also buy traffic through google.com.

4. Place ads in ezines

5. Start a yahoo store

Go to yahoo.com. They have a very attractive store program with built in order processing and associate program software. It's a very powerful program for beginners.

If you go with them, you get an "in" on traffic.

6. Buy banner ads on private web sites.

Call them up and ask if you can buy banner space. How do you find their number? Go to: <http://www.betterwhois.com> and look up their domain.

Step Ten: Finalize the product

If you created a simple, test version of the product as I suggest you do, you can now go back and add content, make it pretty, turn it into an ebook and so forth. We deliver products as Adobe Acrobat files for Mac users and exe's for PC users.

You can go to bersoft.com and buy hypermaker or webpacker. That is what we uses to create exe's. Additionally, [EbookEditPro](#) is good, as is [EbookGenerator](#).

We also deliver a lot of products as password protected digital files. In other words, you take your html pages, create a directory in your ftp program, upload the files then password protect it using what is called htaccess.

How to password protect and deliver passwords

When people buy, they get a user name and password. If you're a beginner, I recommend <http://www.automateyourwebsite.com>. That is our private labelled software that will:

1. Charge credit cards in real time
2. Issue a user name and password for download or access
3. Handle the htaccess password protection for you.
4. Put buyers into sequential follow up autoresponders.

If you're a computer geek, you can develop your own custom system. But if you're a beginner, this software lets you launch your business in only an hour or two.

A friend of mine just manually charges credit cards and emails people the access code within 24 hours. This lets you call people to verify orders and weed out potential refunds and chargebacks.

Now, I'm a computer geek (well, actually I hire geeks) so I use separate software. It's much, much more complicated. But, of course, I have more flexibility and options, which is why I do it that way.

Step Ten: Roll it out

This is where you bring in the big guns. Start your associate program. Do your Ezine articles. Fire up your free publicity machine. Get your search engine strategy cooking. All the Amazing Formula stuff.

Create Your Own Products in a Flash!

on-line reference



Chapter Five

"Questions And Answers Concerning How to Create Your Own Products In Two Hours"

Although the basic process of creating your own info products is simple, there are a number of questions you may have about getting started, selecting a winning topic and making your product.

I've decided to answer these questions in a Q & A format. Please read this section. I've covered some new information here that is important to your success.

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Chapter Five - Part 2

I'm Thinking About Buying Reprint Rights To A Product Instead of Creating My Own. What Do You Think?

OK. The answer is that it depends on how much money you want to make. If you're only looking to make \$50 to \$500 or perhaps \$1,000 a month, you can probably do it by selling other people's products.

In fact, I've written a guidebook to help you do it.

You'll find it at: <http://www.howtoresell.com>

The instructions are geared toward selling associate program products or services. But you can use the same basic system with the other products you're selling, or towards your own associate program products.

However, if you want to make any more than that, my advice is that you use other people's products as back end or follow up products, NOT lead ones.

Why? Because then you won't be competing with others selling the same product. Now, some of my friends who sell reprint rights limit the number they sell to 20 or 30 sets. That increases your chances of success.

But my suggestion to you is still that you create your own products. For one thing, it's cheaper than purchasing reprint rights. And using my methods, you can do it quickly. What's more, because you are the product creator, you build credibility with your customers, and you lay the groundwork for repeat business sales.

If you sell someone else's product as your initial sale, then the customer is going to see the product creator as the credible, authoritative source, not you.

In addition, consider this: Why do smart product creators offer dealerships or reprint rights deals to others? Yes, they sometimes make a lot of money doing so. But beyond that, usually the products are designed to be lead generators for them. So in other words, you're paying for the right to sell someone else's lead generator. You're setting them up for their back end sales.

Now, I'm NOT saying you shouldn't opt into these programs. I own reprint rights to several products created by others. But I am telling you to sell your own products on the front end.

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Chapter Five - Part 3

How Do I Decide What Product To Create And Sell?

The first thing you have to decide is, "What product should I create and sell?" And this is the one that often trips people up.

For some bizarre reason, when people start in this business, their first inclination is to create an information product on a topic they know nothing about or don't have any existing expertise based on experience.

My advice is simple: Do what you know. What are you passionate about? What hobbies do you have? What do you know more about than most people?

For example, if your hobby is building model airplanes, then see if you can create an information product around your hobby based on your experience. For example, let's say you've found ways to cheaply and inexpensively rebuild crashed model airplanes. Then why not create an audio tape and a manual (with photos or very simple illustrations) of how to follow your rebuilding procedures.

Or let's say you've worked with retail businesses for years, and you know advertising strategies that have been proven to work over and over again. Then make those strategies your product.

Or let's say you're a real estate agent and you've won numerous awards for listing the most homes for sale in your state, city or your franchise. Then why not create a product that explains how you do it?

Let's say you're a counselor or psychologist. And you've developed your own highly effective ways to help people overcome mental fatigue, or to conquer guilt or anxiety. Why not produce a product?

Let's say you've suffered from a disability or disease. But you've found a number of ways to cope much better than the average person with that problem. Don't you think others in your same boat would want help?

My point is, before launching out to create products you know nothing about, start with what is already second nature to you.

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Chapter Five - Part 4

How Do I Find A Product That Will Sell?

Let's say you've chosen a general interest area and you have a list of 10 ideas for an information product. How do you know which one will sell best? How do you know which one to start with?

Let me share with you a simple method a friend of mine used to sell create a simple book that made her a millionaire. It's very simple.

Type up your list of ideas. Invite customers to lunch or a meeting where you can give them the list and have them select the one product they would be most likely to buy.

You can mail your survey or fax it to customers and follow up by phone to make sure they fill it out for you. Since it's very short, you'll find people will be happy to cooperate.

In the past, I had customers fill out a survey at my web site. However, I have a large customer list now. So I can simply email a new product survey to my customer list.

Do you see how important this step is? Now, instead of wasting time on ideas that are dead ends, you can increase your probability of success by letting people tell you in advance what they want to buy.

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Chapter Five - Part 5

How Do I Find Specific Products With A Proven Track Record -- So I Don't Have To Reinvent The Wheel?

When you're creating your list of 10-12 product ideas, here's what I want you to do: Base a number of your product ideas on things that have already sold successfully.

It's very simple. Go to: <http://www.edithroman.com>. This is a site sponsored by Edith Roman list brokerage that allows you to search a huge database for available mailing lists.

Let me explain. Let's say hypothetically that you sell 20,000 copies of your audio recording. You have a list of 20,000 product buyers. You can take your list on computer diskette to a list broker, and they'll make it available for a fee to others who want to mail your list. Most lists range \$70-\$150 for one-time usage.

In exchange for making your list available, you get a fee every time someone rents it.

Here's the point, by looking at the lists available for rent, you KNOW what other companies have been able to sell successfully. In addition, by looking at their most recent names available (called "hotline" names), you can know how many products are being sold a month or a quarter.

At the Edith Roman site, you can also view a copy of the list rental card that gives you information such as the age and sex range of the buyers. This helps you select a target market.

Finally, you can call a list broker (such as Edith Roman) and they can usually get for you a copy of the mailing piece being used to sell the product. A former client of mine has a favorite saying, "Do NOT create mediocrity when you can copy genius." This doesn't mean you still copy or words from the mailing piece. But it does mean you can see what worked in selling those customers once and incorporate the same types of appeals and offers in your mailing.

If you don't have a computer, you can obtain the same type of information by going to your library and finding Direct Mail Rates and Data which is published by the Standard Rates and Data Service.

The point is this: When coming up with your product ideas, give serious thought and consideration to topics and ideas that people have ALREADY proven they want to buy by spending their cash. Then base your product idea on the same basic premise or theme.

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Chapter Five - Part 6

I Don't Have Any Hobbies And My Job Is Not
Related to Something Others Want To Buy.
How Do I Come Up With A Topic?

You can do research on a topic and write about it even if you aren't an "expert." But, you ask, will people buy my product if I'm not an "expert"?

The answer is yes for several reasons. One, by virtue of creating a product on a topic, people will perceive you as an expert. Two, if you're offering people a solution to a problem they have and no one else offers that solution -- they don't have a choice!! It's either buy from you and solve their problem or put up with the problem.

The question then becomes, can you find a problem to solve or topic of high, passionate interest to a group of people and produce and information product on it?

Even if you don't have hobbies, you most certainly have at least some things you're interested in. Look for topics and ideas within those areas of interest.

But Marlon, you again object, I DON'T KNOW how to solve the problem or I don't know the information. What do I do?

Simple, get on your computer or go to the library and research it. If you focus in on a specific issue or problem, you can become an expert in a short time. The key is to narrow your focus enough so you're not targeting too broad an area.

Here's another secret: YOU DON'T HAVE TO PROVIDE THE INFORMATION YOURSELF!! You can target an area of interest and find one or more experts who would be willing to allow you to interview them on the topic over the phone. You record the conversation and you have a product!

Why would an expert do that? Several reasons. One, it gives them a chance to promote themselves. Two, it gives them strokes and recognition for being an expert. Three, you provide them with a master of the tape, so they have a product they can sell.

The secret to making this work is in how you approach the experts and explain what you want. Mail them a professional-looking letter in advance. No typos. Decent letterhead. Typed envelope. Look professional.

Second, when you talk to them, you must sound articulate. If they are going to sell the product, they must be impressed with the way you present yourself. Be direct and to the point. Explain what you want, why you want it and the benefits and advantages to them.

But Marlon, I DON'T KNOW ANY EXPERTS. WHAT DO I DO?

Well, read magazine articles and search online to find some. If you find them online, that's great because you can send them email.

Beyond that, consider this: Who do you know among your friends, family and connections who is an expert on something? You can interview them! Or consider this, if you don't have any passions or hobbies or interests, you have friends and family who do. And they can help you produce your product. Barter with them in exchange for help. Wash their car or WHATEVER!

What I want you to realize is this: It's possible to find an endless number of reasons why you can't do something and why it won't work for you. Or it's possible to find reasons why it will work for you and to make it happen.

It boils down to resourcefulness and mental attitude.

Listen to this story: A famous national speaker tells the story of how he made \$200,000 his first year as a public speaker. He knew a guy who held sold more juvenile insurance policies each year than anyone else in the nation. He interviewed the guy on video and produced a video with him. Then he called insurance agencies and said he wanted to come out to their sales meeting and give a talk on how to sell \$XXXX a year of juvenile policies based on his friend's system and credibility.

A very high percentage of the people at the meetings would buy his video for \$75 or some figure like that. I don't remember all the details. But the point is, he had never sold insurance himself. He used another expert's credibility to create and market his product!

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Chapter Five - Part 7

Creating My Own Product Is Too Much Work. Can't You Just Sell Me Something I Can Sell And Get Rich At?

I already answered this earlier. But I'm going to cover it again because it's a common question. I am NOT opposed to selling products created by other people. But here's the bottom line: I do NOT in general advocate selling products created by other people as your lead item or items. They are fine for your "back end" products. But not for your lead items.

- First of all, you usually don't have the 10X markup you will with your own info products nor the extremely high markups of digitally delivered products.
- Second, you have to compete with everyone else selling the same product.
- Third, the product may not be viable or marketable to begin with. That may be the exact reason the product creator is having other people buy it for resale. Because he or she COULDN'T sell the product directly.
- Fourth, the product may have been a hot seller once upon a moon but not any more.
- Fifth, the product creator may be having you promote the product as a front-end item so he or she can rake up the profits on the back end (the repeat business).

Now, I do know people who have purchased reprint rights to products and made a lot of money. I do know exceptions to the rule. All I'm advocating is why not have the BEST of both worlds? Create your own hot products and use them as your initial items. Then, if you want acquire and use other people's products as part of your repeat business items. This is the strategy that makes the most sense to me.

In fact, why don't you create your own product and sell reprint rights to it for 4-10 times more than you'd sell the product at regular retail price! All of a sudden you can see why selling reprint rights deals is an attractive proposition. You can also see the downside. What if you sell 10,000 people the reprint rights? The market COULD get flooded.

Although, let me point out something: That's usually not that big a problem. Why? Because most people who purchase reprint rights to products, according to my knowledge of the industry, never do ANYTHING with them! True story.

I have seen one or two examples where the market has been flooded with a bunch of people all trying to sell the same product or group of products.

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Chapter Five - Part 8

Can You Just Tell Me What The Hot
Topics Are So I Don't Have To Do Any Research?
I Don't Have Any Time.

Hot topics change over time. And I know nothing about your area of interest or expertise. I can tell you how to find the hot topics. Number one, research the mailing lists as I've explained elsewhere. Find out what the market is currently buying. Number two, look in magazines at the info products that have been selling successfully for a year or two.

Either create a bigger, better product. Or find a way to make your product have an advantage the other product doesn't have.

And here's another way to do it: Look at products that are already selling and ask yourself, "OK, after folks buy this product, what is the very next one they're going to need to buy? What's the next thing in line?"

If worse comes to worse, you can just create a 'suped' up version of a product you know is already selling like gangbusters. Just buy all the competitive products, take lots of notes, do some research on your own, add some new ideas and write your own product.

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Chapter Five - Part 9

I Bought This Course Because I Wanted To Manufacture And Sell Gadgets Or Widgets Or Something Other Than Information Products. Why Do You Keep Harping On Information Products?

Because you can have a 10 times or more markup. You can create the products on demand. You have very little time spent in the product creation cycle. You don't have to invest much money upfront in equipment, patents or manufacturing. If your product doesn't sell, it costs you very little money to create and test a new one.

What I'm saying is, for a beginner my methods stacks the cards on your side instead of against you.

If that isn't enough of a rationale, I don't know what is.

In addition, information products sell like wildfire on the Internet AND they make perfect lead generators for OTHER products. So even if your primary products are services or are not information-based, you can still use info products to attract highly targeted potential buyers. And if you sell your info product, you can actually GET PAID to generate leads.

For example, I visited a friend of mine in South Dakota. On a whim, I glanced through one of the local real estate publications that lists homes for sale. In the magazine there was an ad with a headline something like: "Warning! Do not buy any home until you read this shocking free report."

Now, if you were in the market for a new home and saw that ad, you'd probably call for the free report. The offer could just as easily be a free audio tape and report. The point is, by offering the free report, the real estate agent generates leads for his or her service.

Regardless of what you sell, you can almost certainly use an information product as a highly effective lead generator.

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Chapter Five - Part 10

Do People Really Spend Money For Information Products Over The Internet?

Yes, people spend \$100, \$500, \$700, \$900 and more! Absolutely. If you poke around on the Internet, you'll find reports by large research companies that PROVE the Internet is where it's happening right now.

If you were my own brother or sister, I'd suggest creating a product priced for \$100 or under and use it to springboard to more expensive items. You can use the initial product to promote your back end items. Be careful with products priced under \$50. I've found it's hard to make the leap up to higher-priced products from that price point.

For example, consider my product [The Amazing Formula Problem Solving Kit](#)

I market that as a follow up product to the one you're reading. In it I go in-depth into the overall concepts for generating new prospects and then converting them to high-dollar repeat buyers. Whether you're a new or experienced marketer, you're bound to find lots of methods you can use right away.

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Chapter Five - Part 11

How Do I Get People To Buy My Info Products?

This is a very large topic. In fact, I've created an entire course on this item. It's very extensive.

But let me share with you the basic approaches.

1. Multi-Step Classified Ads

Run small ads in newsletters, magazines, online areas and ezines that target your prospects. For additional information, ask the prospect to call or write. And list your web site address.

Here's an example:

Create Your Own Product In Two Hours! 1000% profit! Free report. 1-972-xxx-xxxx 24 hours. www.higherresponse.com

To test your ads, I suggest you use online ezines because of the fast response. Your response to the classified ad can go directly to an autoresponder that automatically sends your sales letter to the prospect.

For a complete tutorial on how to use Ezine ads to sell a product, go to: <http://www.howtoresell.com>

2. Free Publicity

A friend of mine, Elaine Floyd, has sold thousands of books by using free publicity. What she does is type up a one-page new publicity release using a special formula she developed. Then she mails and/or faxes these releases to magazines, trade publications and newsletters in her target market.

When they print her release, the orders start coming in. Although her books are in most bookstores, she gets far more orders via her publicity releases.

I conducted an in-depth interview with Elaine Floyd on how she does this. It's very slick. It's part of [The Amazing Formula Problem Solving Kit](#)

3. A Web Site

Web sites are ideal for marketing your information products. You can get a host for your site for \$10-\$40 a month. I use my web site to generate prospects or sales.

The neat thing about a web site it's automatic and low cost compared to other marketing methods. It's automatic. It works unattended while you're asleep or working on other projects.

You can have it send people to autoresponders where they'll automatically receive sales letters by return mail. You can do all kinds of things with it.

You have to do two things with your web site to make money: One, you have to get people to visit your site. Two, you have to get them to buy something when they get there.

I cover web site marketing in [The Amazing Formula](#) That Sells Products Like Crazy.

4. Direct Mail

While I use my web site to generate leads, one choice you have is to follow up selectively with direct mail. If you sell a high-dollar product or service, you may want to use this method.

Let's say you've developed a list of 500-1000 people who have visited your web site. When you come up with a new product idea, you can send them a sales letter via email and also regular mail. Then, if it tests out successfully, you can rent a list of names and test mail 1,000 to 2,000 to see if that is profitable.

If it is, you could be in the chips. For example, if you find a list that generates 25,000 new names every quarter, you'll know that every time you mail those names, you generate \$X dollars in income.

Your goal is 2x-5x the cost of the mailing. So if you spent \$25,000, hypothetically you could count on \$25,000 to \$50,000 every quarter just from this mailing.

Now, a lot of mailings lose money and many only break even, with the profits being made on the repeat business. But you can make 2x to 5x your money back. That's the value of testing online and to your customer list.

If you test online, you don't have to spend money for printing and postage to find out if you have a winner or not.

5. Sell wholesale to dealers

Melvin Powers, in his excellent book, *How to Get Rich in Mail Order*, tells how he built Wilshire Publishing company through a variety of marketing methods.

But one of his mainstays is his dealer program. And what he does is allows dealers to buy his books at a 50% discount and then resell them at full price. He mails this offer to people who run classified ads in magazines.

You can do the same thing. You can offer your product at a discount to others. On the Internet, this is called starting an affiliate or associate program. Other people sell your product and you pay them a commission for doing so.

Or here's a twist: You can sell reprint rights to your product. I've seen reprint rights for courses (manual(s) plus audio tapes) sell for \$500, \$2,000 and all the way up to \$7500.00!

If you have a single tape with a manual, you might could get \$100 to \$500 for reprint rights, depending on the marketability of the product. I hope you absorbed what I just said!

HYPOTHETICALLY, YOU COULD CREATE YOUR PRODUCT IN ONLY A FEW HOURS AND THEN (potentially) SELL REPRINT RIGHTS TO IT FOR \$200 to \$500! But since all you're doing is selling "rights," your cost of fulfillment is still under \$5.00! Of course, the success you have with this idea greatly depends on your target market and the demand

for the information you're selling.

6. Sell to Existing Customers

If you're creating your info product as part of a business you already have, then why not sell your product to your existing customers? It becomes another profit center for you.

7. Sell to your competitors

If you have a product your competitors can sell and make money with, offer it to them at a discount of 50% up to 75% (if they buy in quantity). Or offer to set them up as a reseller for your product. You can set up a separate company name if the fact that you're a competitors causes concerns for them. The thing I love about associate programs online is that it's easy for my competitors to sell my product.

If you aren't plugged into the concept of associate program marketing, you need to be. I go into it in *The Amazing Formula*.

8. Sell to people you meet

I don't know how much extra money you want to make. But you may be surprised how much you can make just by selling your product to people you meet. Put some of your products in the back seat of your car and take them with you wherever you go.

9. Give speeches and sell back of the room

Before you discount this idea, keep in mind that some speakers make as much as \$75,000 a speaking engagement selling products at the back of the room.

But Marlon, you object, I'm not a public speaker. If that's the case, do this: Look in your yellow pages under "toastmasters" and join a local group. That's what I did. And in only a few months, I was speaking up a storm! You can do the same thing. This group has launched many people to new levels of income.

10. Start your own associate program

This is the most powerful method of all of them. You can do this with the <http://www.automateyourwebsite.com> software.

Create Your Own Products in a Flash!

on-line reference



Chapter Five - Part 12

Why Do You Highly Recommend I Start With Your Digital Products Vs. All The Other Possibilities?

Here's why:

1. No Inventory Nightmares

You don't have to worry about paying for and storing a lot of inventory. You can meet a big demand easily if your project happens to skyrocket.

2. High Markup

You should have a ten times markup or near that on products that you physically ship. But if you sell digitally delivered products, your markup is 5,000% or greater because there are very few hard costs associated with delivering the product.

Why is this important? Because it may cost you 50% of the price of your product to get a new customer. By having a 5,000% markup, you can still have a profitable business. But if you buy a product for a 50% discount, you are limited in what you can afford to spend to acquire a new customer.

3. Fast Product Creation Cycle

You can create the products I advocate in a flash. It shouldn't take that long if you know your subject. That means you can spend your time on marketing your product, not creating it. Very important.

4. Low Cost of Product Creation

Here's something else I love. The cost to create these products is very, very low. You can rent a studio in many cities for \$25 to \$40 an hour. Or you can record at home for practically nothing. Then you get your tapes transcribed for \$1-\$2.50 a page and you have an instant manual.

5. Your Product Makes You Money, NOT Others!

Here's something else I like about creating your own products. You make yourself money, not others. A lot of distributorships and dealerships are designed to make others rich, not you. For example, they hit you with all these hidden fees for things like overpriced brochures and promotional packs.

Forget it! Be your own Golden Goose and lay your own Golden Eggs!

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Chapter Five - Part 13

How Do I Create My Product In a Flash?

Here's what you do:

1. [Select a topic you know by heart.](#)

Follow my advice and create a product on a topic you're passionate about and know by heart....something you can speak on authoritatively from the top of your head.

2. [Do NOT write a book!](#)

A lot of people think they should start in this business by spending a year or two to write a book. I'm not against that. But in the meantime, turn the chapters into courses and sell them for 10x to 20x what you can sell the entire book for when it's complete!!

I do write my own e-books. But remember, I have a lot of experience writing. I do NOT recommend this for beginners. You can write your own e-book but only AFTER you find out if it will sell or not.

On a bad product idea, it isn't unusual to work like heck to sell just ONE. Before you spend 1-3 months writing a product, sell an audio recording and find out if you can just sell 5 or 10! I've actually had products where I could only sell one or two! That's when you know you have a dead duck on your hands. Not a good sign!

3. [Make simple audio recordings](#)

Audio recordings are great. They're easy and cheap to make. The perceived value is high. If you create a topic that doesn't sell, no problem. You're up-front investment is very small. Do NOT invest a lot of money upfront to create your products. Especially when you're starting out and trying to find topics that sell.

4. [Make your audio recordings with one or more people](#)

This is a BIG speed creation secret. Do NOT make your recordings by yourself unless you can't avoid it. Partner with someone else on a product for you. Then do a product for them. You own yours. They own theirs. Simple and clean cut. Or you can do a joint product and both own rights to it.

When you work with someone else, they can chime in if you hit a lull spot in your thinking or you get stuck and can't think of anything to say. With this method, you can work from an outline instead of having to write a complete transcript to record from.

I've found that it's a breeze to make a recording when one or two other people are involved. But if it's just me and a microphone, I stumble a lot unless I have a written report to read pretty much verbatim.

That's why I like doing phone interviews and recording them. Or, you can invite 5 people to be on a conference call. You make a brief presentation and then have the participants ask questions. Or the presentation can be a joint effort between 2 to 5 people on the call. It's however you feel comfortable structuring the call.

5. Make manuals by having your tapes transcribed

You can get your tapes transcribed for \$1-\$2.50 a page. This transcription becomes an instant manual for your product. The last time I paid for transcription, it cost me \$1.75 a page.

There are a lot of advantages to having a transcript of an audio tape. What if you listen to an audio recording and a week later need to check out an idea you heard on it? To find the idea, you have to listen again to the ENTIRE recording!

But if you have a transcript, you can go right to that spot. Then why have an audio recording at all? Because most people like to hear a human voice. You can convey emotion and belief that you can't on paper. Plus, people can listen to your recording as they do other things on the computer. That's why I think it's good to combine both these elements in a product.

Creating Digital Products

As you can see from the product you're reading right now, I'm HUGE on creating products and delivering them digitally online.

Here are a couple of ultra-fast digital product creation strategies. Perhaps the easiest way to create and deliver digital e-books is using Adobe PDF files. You read these files with the free Adobe Acrobat Reader available at Adobe.com. The Adobe Acrobat 4.0 version allows you to create e-books with ease.

The neat thing is that people on PC's and Mac's can read PDF files.

Another option is to deliver your product as an RTF file. Take your transcript, save it as an "RTF" file (that stands for "rich text format") and post it in a password protected area of your web site. (Your web host or webmaster can show you how to do this.) Then, what you do is make sales and deliver a password for the transcript. That's it!

What's your hard product cost on that sale? Zero! Zip! Other than the cost of your web site, which you have anyway, you don't pay anything! Of course, some people may rip off your product. But the advantages far outweigh the disadvantages.

One thing you can do is produce a monthly email newsletter and gift this to everyone who buys your product. If you want to create the email newsletter with my system, you can make interview someone else every issue or have others interview you about current topics. Then have your tape transcribed and edited, and you're ready to go!

The only disadvantage of producing a monthly email newsletter is that it's time consuming. However, it does give people a compelling reason to buy your product even if a friend has passed along the digital e-book.

Tips:

1. Use screen captures to show people how to download products. This will greatly decrease your customer service. Look up "screen print gold" online. It will do screen captures for you. Another one is called "snagit."

You can find these and other screen capture programs at <http://www.davecentral.com>.

2. Have a nice design created for your download page. You can do this yourself or hire

someone from elance.com to do it for you.

3. If you can't write, hire a writer from elance.com.

4. If you're scared to let anyone hear your voice, hire a voice talent from elance.com!

5. Do NOT worry if you don't sound like an announcer. People buy information, not voice talent!

Create Your Own Products in a Flash!

on-line reference



Chapter Five - Part 14

How Do I Create Products On Demand Without Running To The Print Shop All The Time?

This chapter is about delivering printed products. I'm including some information about printed products because I know I have some readers who are going to want to still send people a physical product.

Digital printing is a wonderful invention. Look in your yellow pages on digital printing. In Dallas, Kinkos printing offers this service.

In digital printing, they scan your product into the computer or print via your computer disk. This means, they do NOT have to feed originals through the machine each time they print. It's all digital.

The price is usually the same or less than photocopies.

And you get offset press quality reproduction of text and photos.

What's more, you can probably find a supplier that offers delivery. So when you need more copies, you pick up the phone, and that's it!

When I was doing the print version of my product *The 69 Laws of Twister Marketing*, I paid 3 1/2 cents each per page for a quantity of 25 or 50. The convenience is incredible. The price is cheaper than regular photocopying. And the quality is greater. What a world we live in! By the way, the *69 Laws of Twister Marketing* is now part of [The Amazing Formula Problem Solving Kit](#).

Create Your Own Products in a Flash!

on-line reference



Chapter Five - Part 15

How Can I Use Info Products As An Additional Profit Center In My Existing Business?

The big thing is to use them as a lead generator for your business. Create and sell audio recordings and courses on hot topics. Give these away FREE to attract qualified prospects. Or sell them with the knowledge that the buyers will make great prospects for your other products.

This way, you can actually have a self-liquidating lead generation program. Ideally, the sales of the information product will pay back the cost of acquiring the customer, that is, you'll break even.

The net result? You get hot new prospects at zero or close to zero acquisition costs. Or, if you get a hot product, you could be making a tidy profit for acquiring new prospects!

This point is so important, I'm going to restate it and then give you several illustrations.

The purpose of creating information products is NOT just for resell. They are excellent lead generators. You can create products on HOT topics and offer them free or low cost to locate new prospects.

Let me give you several quick ideas:

Dry Cleaners: Create a product you can sell or give away such as -- Ten secrets to getting out tough stains and doubling the life of your clothes.

Wholesaler: Each month do telephone interviews with one or more experts who can make your customer's businesses more profitable. Sell a subscription to non-customers and give it free to customers.

Salesperson: Create an audio recording, "The Truth About X." "X" stands for some hot topic in your industry. Give the recording and/or audio tape away free through small ads in magazines and/or Ezines.

Here's an example of how a headhunter could implement this idea: Create a recording called, The truth about getting ahead in today's market. Or How to increase your income 25% -- overnight. That's just an example. ANY salesperson can come up with an idea for a free tape or report that is a great lead generator.

If you have problems with people calling just to get the freebie, then add a qualification or two. Perhaps:

1. The owner has to call.
2. They have to spend 5 minutes on the phone with you discussing a current project.

I've had good luck with requiring prospects to fill out a qualifying information form on my web site. You can have prospects fax a business card and then fax back a brief survey. They fill it out and fax it back to get your free report.

Printer: How to get a competitive edge with materials that make you look more professional than companies twice your size. A printer could offer this report in small ads in business publications and by direct mailing postcards.

These are just a few examples. The most important part of the product is the TITLE. So test different titles and find the one that will work best for you.

In addition, when you create your audio recording, establish the criteria prospects should look for when they buy your product. And, of course, you're the only person or you sell the only product that meets those criteria.

Create Your Own Products in a Flash!

on-line reference



Chapter Six

"How to Create Your Own Digitally Delivered Products!"

So you have your product idea and now you're ready to rock and roll by turning it into a digitally delivered product. Let's talk about two forms of digital products: audio recording and manuscripts or ebooks.

First, The Audio Recording

As you know, my advice for beginners is to first create and sell an audio recording before you produce a more elaborate product. That way, you find out if the product will sell at all before you invest time and energy into creating a more elaborate product such as an e-book like the one you're reading now.

The first version of this product was an audio tape with a transcript of the audio tape. I sold a lot of that product just like that. However, you simplify your life if you can digitally deliver the product instead of mailing out an audio tape and transcript.

The way you deliver audio online is through the magic of RealAudio. Click here to see how RealAudio works. You need the RealAudio Player to listen to this clip. If you don't have it, you can download it free at:

[Real Player](#)

As you can see, that is an enormously long link. I'm not sure why it's so long. But in the event it doesn't work, just go to <http://www.real.com> and click on the link that says "free RealPlayer." You'll have to look around for the free player because they obviously want to sell you the upgrade version with more features.

[Click here to listen to a sample audio recording](#)

Or go to this URL:

<http://www.higherresponse.com/realaudio/live.ram>

My suggestion is that you don't get caught up in the technology of converting your audio recording to a RealAudio file. While it's actually pretty easy to learn, you can hire someone to do it for you.

Try placing a post in any of the popular online marketing web sites such as: <http://www.ablake.com> and ask if anyone can set up RealAudio for you.

However, if you want to make an audio recording directly into your computer, that's a snap. It's easier to do an audio recording directly than to convert audio. However, the new Real Producer now has a built in editor that does make it a lot simpler. In the past, you had to first convert your audio to a wave file, edit it and then transform it into Real Audio format. In the latest version, they have an editor built in. This makes

life a lot easier.

But if you want to record directly into your computer, it's simple. All you do is get a good mike and plug it into the back of your computer where it has a picture of a mike. It's essential to get a mike made for computer recording. I found a really fantastic one. It's the TELEX M-560. I bought it at Comp USA or Computer City. But I imagine there are other brands that work similarly.

The trick to this mike is that it is built on a little stand and the actual mike part is around 12 inches long and a half inch thick. So in essence, it's a 12-inch long tube that you aim right at your mouth. That way, it doesn't pick up background noise. It's a highly directional mike. I'm sure you can find something along this lines at your local computer or electronics store. This mike is made for computer recording.

But be careful of the advice you get. If you get the right mike, you do NOT need to buy an amplifier and all that crap. Here's a web site that has a mike somewhat like mine that you can buy right over the web. It's more expensive than the one I bought. But at least you won't waste money on junk you don't need like I did at first.

Once you get one of these little mikes, you're in business, pop it in and away you record. I've found the quality to be quite good.

<http://soniclear.com/>

That site has some fantastic info on digital recording. I highly recommend it. It's also an outstanding example of someone creating a little niche site and making money with it.

Now, after you get the mike part handled, you need to be concerned with is doing a survey to find a product that will sell, crafting your Killer Sales Letter and then creating the audio recording to match what you have in your Killer Sales Letter. Always write your Killer Sales Letter BEFORE you create the product. Always. Always. Always. Otherwise, when you write the sales letter, you'll come up with all kinds of ideas you wished you had included in the recording.

Now, I know that you probably don't feel confident or comfortable with making an audio recording. All I have to say is that you'll never learn until you do it. People are buying information not your voice. So the best advice I can give you is "don't worry about it." Just be yourself and make sure you put great info on your recording.

How to Get Your Audio Recording Transcribed

OK. The next thing you might want to do is transcribe your audio recording. I would only do this after I've sold 10 copies of the audio recording itself. If you can sell 10, that's a good sign you have a viable product. The next thing you do is have the audio recording or recordings transcribed so that you can increase the perceived value of your product. Adding a transcript to the mix makes your product seem more valuable.

The way I found my transcriber is through the ads in the back of Writer's Digest magazine. You'll find two pages of ads from people who transcribe audio tapes. You should be able to locate a copy of this magazine at your local bookstore or the library.

Alternatively, you can hire someone via <http://www.elance.com> from the "Transcription" category.

You could actually record your product then use a phone adapter to play it over the phone and have this service transcribe it for you in literally only minutes! There are phone adaptors available that will play audio cassettes through your phone line. Check at an electronics store. With the right setup, you could also play directly from

your PC into your phone line.

There are two ways to deliver your transcript.

METHOD ONE

The easiest way to deliver your transcription is as a PDF file or Portable Document Format. For this you'll need Adobe Acrobat available from Adobe.com

Adobe Acrobat PDF files can be read by both Mac and PC users. That's the reason I like them. Also, you can include graphic images in your product, which makes it look more professional.

If you want to save some money, you can use the FREE text-to-PDF creator called the Gymnast.

<http://www.oakworth.demon.co.uk/gymnast.htm>

I personally use Adobe Acrobat for PDF creation. But I did read some good comments about the above product in online forums. When you're starting out, sometimes you need to save every dime possible.

METHOD TWO

However, if you don't want to spend the money to purchase Acrobat, you can deliver your transcript in a number of formats. For example, you can provide a .doc version for Microsoft Word users. You can provide a "rich text format" or .rtf file that can be read by any word processor. You can even provide a straight text file or .html pages!

When you're just starting out, you can use method two to save money. But if you have the extra cash to buy Adobe Acrobat, I do recommend it highly.

METHOD THREE

There's a very new hot technology available from <http://www.ebooksoftware.com>

It will distribute your book in such a way that if someone passes the ebook along to someone else, it won't work. And if someone requests a refund or charges back to your account, you can disable the ebook so it doesn't work anymore! Sounds unbelievable but it actually works.

I believe this software only works on windows 95 and 98, not 3.1 or Macs. For those folks, you'll still need to use PDF files. This is especially great software if you want to later create a full-blown ebook. As you know, my philosophy and approach is to create as audio and possibly audio and a transcript. Do your test marketing. If your product sells reasonably well, then it's safe to invest extra time to create an ebook, although you don't have to and may never need to.

How to Make Your Files Downloadable

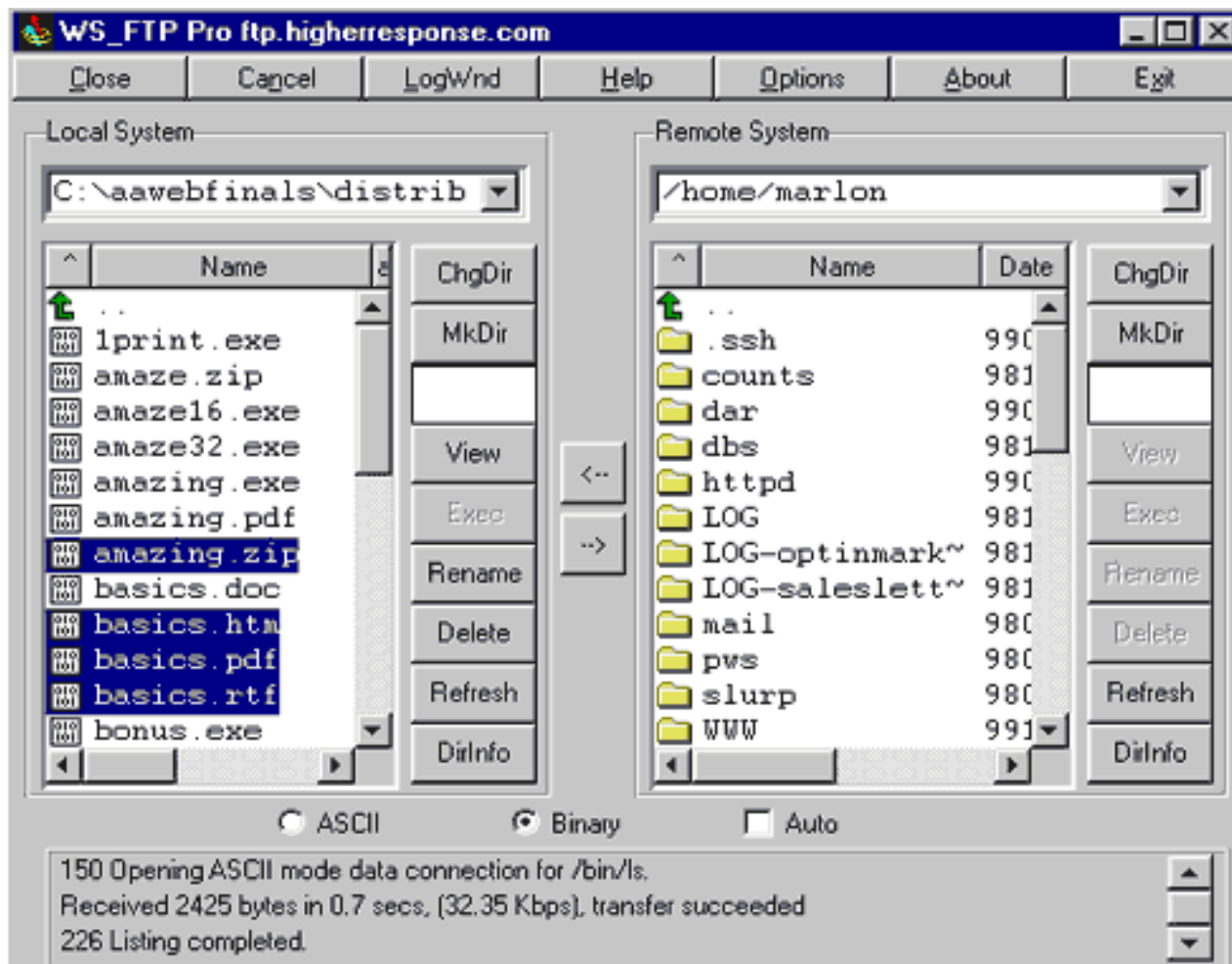
The next thing you need to do is make your transcript files downloadable. That is very simple.

Step one is to upload the file to a password protected directory on your web site.

If you don't know how to password protect a directory, consult the documentation of your web host. This is a little technical. My host uses a method called "htaccess." But yours may use another method. The reason you want your transcript in a password protected area is so that the only people who have access to it is people who pay.

Now, if you don't know how to upload files, you must learn. This is a very basic procedure you're going to use all the time. I highly recommend a program called WSFTP PRO.

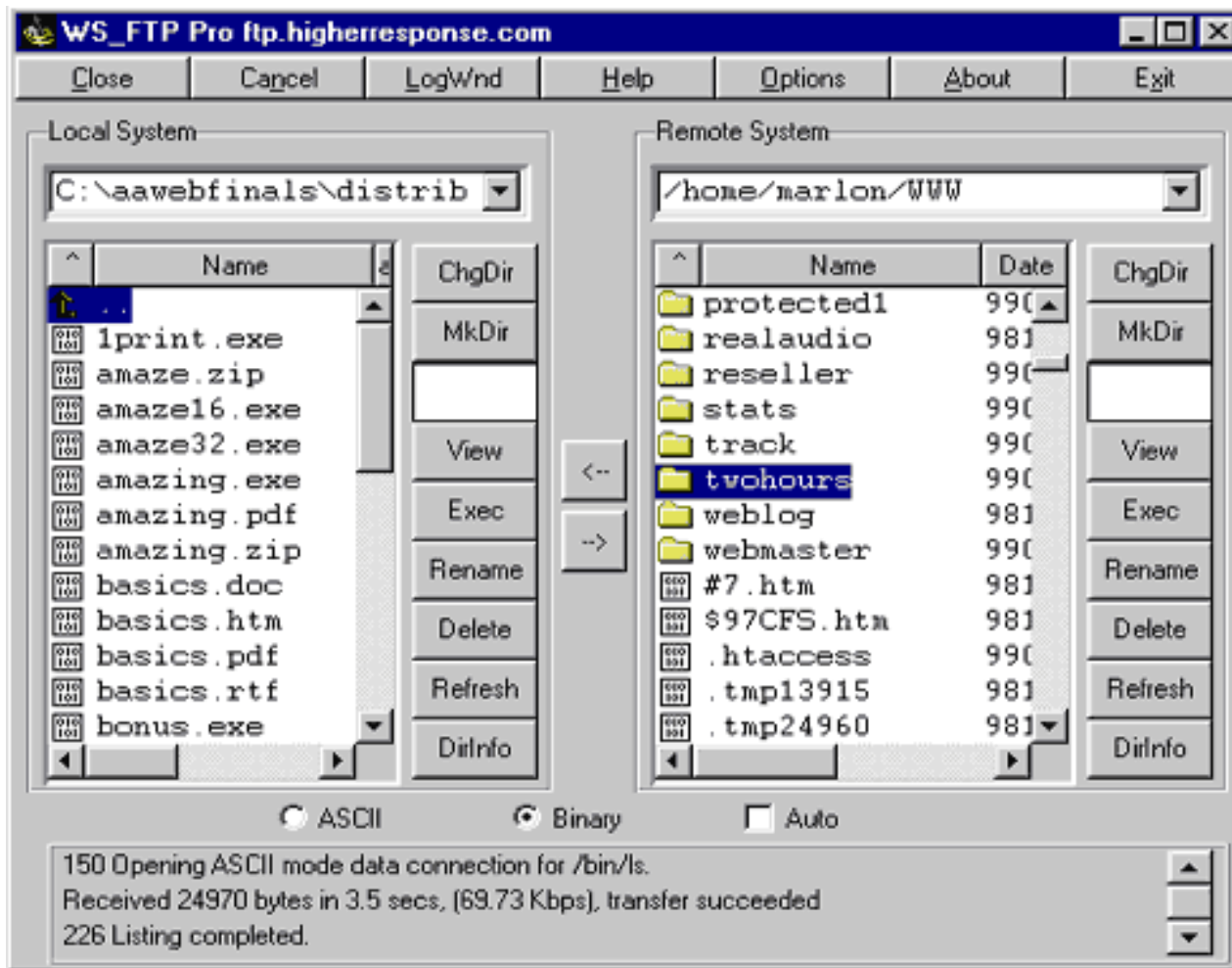
Here is what the interface looks like:



The left side is your hard drive. You open the folder your transcript is in and then you click on the file names you want to upload. You'll notice they turn blue as in the picture above. In this case, I'm going to upload amazing.zip. That is a group of html pages I zipped up or compiled and compressed using [Winzip](#). I'm uploading basics.htm. That is a simple html page. Basics.pdf is a PDF file. Basics.rtf is a rich text format file.

Now, to upload files, you just click the bottom arrow in the middle column that points over to the right hand side. The right side is the server your web site is located on. Here's the trick of uploading files. See the folder at the bottom on the right that says WWW. That is where you want to put the directory you will upload your files to. So before you upload your files, click on the WWW folder.

Let me show you what I'm talking about. When we click on WWW, here is what you see:



You see how I have highlighted the folder on the right. That's a folder I created for a product. Now, when I select files on the left side then click the right arrow in the middle column, it will transfer the files to our web site! Then you password protect that directory, and you're done.

You may be wondering how I got the folder called "two hours" there to begin with. On the right hand panel towards the top, you'll see a button with this phrase on it: "MkDir." That stands for "make directory." To create the two hours folder, I just clicked on that button and typed in the phrase "two hours" and clicked OK. That's all there is to it.

Once you get your files uploaded, the rest is a piece of cake. To allow someone to download bonus.pdf, all I do is link to it like this:

<http://www.amazingformula.com/af/bonus.pdf>

If you click on the link, you'll get a pop up window that requests your user name and word. Only the people that specifically bought that product will be able to access that example file.

Then when you type the username and password in, the download page comes up.

You want to label your download page index.html and put it in your password protected directory. That way you only need to give out a URL that looks like this: <http://www.amazingformula.com/af>

If you name the page anything else, you'll need to link to it like this: <http://www.amazingformula.com/af/someclevername.html>

Here's an example of text I have on one of my download pages:



AMAZING FORMULA THAT SELLS PRODUCTS LIKE CRAZY! - GOLD

The Amazing Formula That Sells Products Like Crazy Gold version contains the main product, a bonus ebook, and the gold version upgrade ebook.

Also provided are reprint rights to the "Money Secret" bonus, and a 30 day trial of the Ultimate Automation service.

Click to download: [amazing.exe](#) Download: [amazing.pdf](#)

Click to download: [bonus.exe](#) Download: [bonus.pdf](#)

Click to download: [afgoldup.exe](#) Download: [afgoldup.pdf](#)

Where it says "click to download," you simply link to the name of the file.

For example, if you named your transcript widget.pdf, you create a link to "widget.pdf." When people click on widget.pdf, they'll be able to download the file.

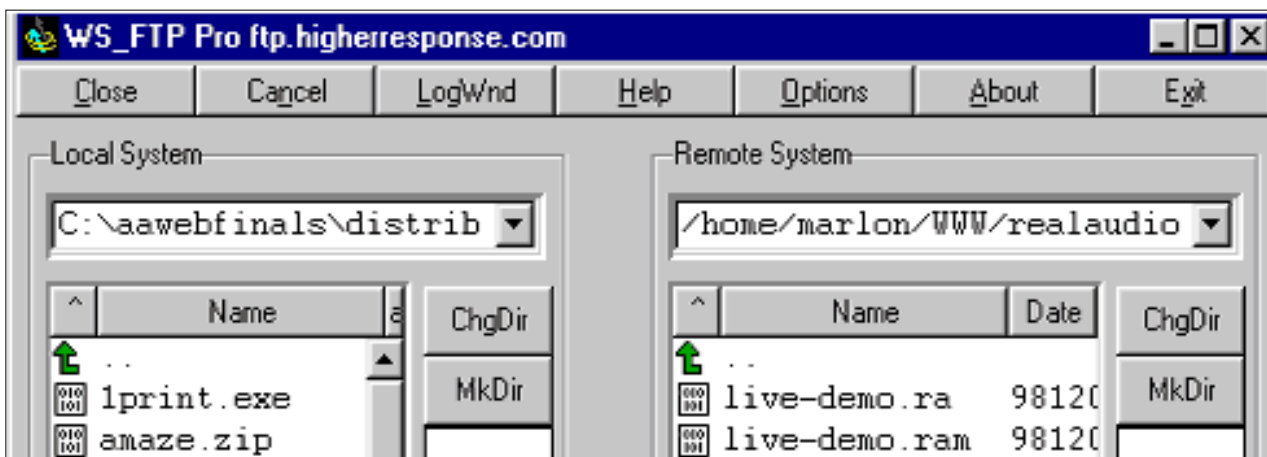
There is one little glitch that happens though, with .PDF files. Internet Explorer versions 4.0 and prior versions try to open the file directly in the web browser, whereas Netscape asks users if they want to save the file to their hard drive. Here's a little phrase I include in my download instructions for IE users.

If you're using Internet Explorer, RIGHT CLICK on the link and "save target as" to save the product to your hard drive.

That little phrase will save you a lot of customer service problems. It's also handy to offer a screen shot showing how to do it.

Here's the scoop on creating downloadable audio files

The method you use for creating downloadable audio files is exactly the same. You place the audio file in a password protected directory. Here is a screen capture that shows what several of my files look like:



The audio files are on the right hand side. live-demo.ram is the operable one. I gave you the link to listen to it elsewhere in this course. The download link goes like this:

<http://www.higherresponse.com/realaudio/live-demo.ram>

In this case, I don't have the directory password protected. If I did, you would be required to enter your user name and password to listen to the recording.

OK, I think that about wraps it up for this chapter. I've told you everything you need to know to create and distribute digitally delivered products. Wait, there is one more thing. This one is tricky and important.

When you use RealAudio, you link to a .ram file. But all the .ram file has in it is a link to a .ra file. It's a text file with the suffix .ra. In the text file, the only contents is a link to the .ra file. I know that's a little confusing. That's why I'm bringing it up. RealProducer creates a page with the link for you. But sometimes you want to create your own link. If you understand how the .ra and .ram works, it'll be a lot easier for you to figure it out.

If you have questions on this, refer to the Real Producer support information.

How to Take Credit Cards and Process Orders -- Even If You Don't Live In The United States!

The final thing you need to know is how to process orders and accept credit cards. When you're first starting out, you don't need to worry about setting up your own merchant account. You first have to find out if you have a product anyone wants to buy. If you don't, what good is your own merchant account?

Go to [this URL](#) and sign up with Clickbank. You'll be able to accept credit cards through them. The fee is substantially larger than you'll pay when you set up your own account. But the costs of setting it up are very small and you don't have to commit to a monthly lease.

With Clickbank, after the order is processed a thank you screen comes up. You can put your download information on that page. The only problem with Clickbank is they limit you to the price point of product you can sell.

Later, when you want to set up your own full-blown merchant account, consult [How to Create The Ultimate, Automate Web Business](#).

I not only cover the topic of setting up your own merchant account but I show you how to roll out with your own associate program. This is an extremely powerful way to promote your product because you get hundreds of people selling on your behalf. And you pay out a commission only if they make a sale.

Here are a few of the basics:

1. You need a merchant account. Try <http://www.fbbh.com>
2. You need a payment gateway. try <http://www.authorizenet.com>

When you set up your account with First Bank of Beverly Hills (fbbh.com), tell them you're using Authorizenet as your payment gateway.

3. To set up your order taking, autoresponders and all that, try:

<http://www.automateyourwebsite.com>

This is a relatively new system with numerous improvements and new additions being added all the time. It's much easier than trying to set everything up on your own. I suggest you try out the 30-day free trial and see if it works for you.

How to Get User Names and Passwords Issued

When someone orders from my web site, we issue a user name and password using a script that my CGI person developed for me. Some people just email the user name and password to buyers and then change it periodically. But a decent programmer can automate this for you. You can find cgi programmers at <http://www.elance.com>

There are off-the-shelf scripts that will issue user names and passwords for you. Here is one:

http://www.cgi-world.com/protect_it.html

At this web site, you'll find a very nice looking canned script. They have the Pro version with bells and whistles or the simple shareware version. The name of the product is "Account Manager."

<http://cgi.elitehost.com/>

However, when you're starting out, it's easiest just to email people. For example, you can go to <http://www.automateyourwebsite.com> and set up your order form and autoresponders. Then, when people order, the autoresponder emails them the user name and password. This isn't as good as issuing a password on the spot, but it does work.

How to Keep Your Products From Being Stolen

Everyone is concerned about the theft of digital products. People send passwords to their friends and such. The software at ebooksoftware.com prevents this. Or, you can go to a service like <http://www.pennywize.com> and sign up for their service. You still have to have a cgi programmer install the script and you have to pay a monthly fee. The ebooksoftware is a cheaper solution.

Create Your Own Products in a Flash!

on-line reference



Chapter Seven

"WORKSHEETS"

To make this product as simple and practical as possible, I'm providing you with a template or worksheets for creating your product. The purpose is to get you to act immediately on the information you've been learning. Because if you don't, chances are you'll set it aside and get sidetracked with other duties. So why not take time right now to go through these questions.

What are you passionate about?

- 1.
- 2.
- 3.
- 4.
- 5.

What are your hobbies?

- 1.
- 2.
- 3.
- 4.
- 5.

What do you know more about than most other people?

- 1.
- 2.
- 3.
- 4.
- 5.

What problems do people have you know the solutions to?

- 1.
- 2.
- 3.
- 4.
- 5.

What information products are other people selling in the areas you listed above? Search in Edithroman.com. Search on the Internet. Look at classified and display ads in special interest publications and newsletters. Compare back issues to current issues to find products selling successfully over an extended period of time.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.
- 15.
- 16.
- 17.
- 18.
- 19.
- 20.

Based on the information you've collected, develop a list of 10-12 product ideas that you could create without doing much research. Look for subjects you can talk about with confidence off the top of your head.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.

Make up a list of those products and fax, email, mail or show in person to the following existing or potential customers:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.
- 15.

16.

17.

18.

19.

20.

21.

22.

23.

24.

25.

26.

27.

28.

29.

30.

After taking your survey, select the winning idea. Then write an outline of all the points you need to cover in the product. Then rearrange these ideas in a logical sequence or order. Print this outline here. It should cover 10-16 points.

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

Who would benefit from recording this product with you?

- 1.
- 2.
- 3.
- 4.
- 5.

Contact the best candidate and explain your proposition. Record your audio tape and send a copy off for transcribing. Get 5-10 copies of the original made for initial starting inventory.

Create a cover for your booklet using a desktop publishing program.

Study successful classified ads (those that have been running for 1 year or longer) and use those as a pattern for writing your own ads. Write 10 sample ads. Also, respond to those ads and request sales information, so you can have successful examples to pattern your letters after.

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

Write a letter that explains the benefits of your product and tells about the problems it solves. Write your sales letter based on the formula used in letters and ads for similar products. For help on this, refer to my course [The Amazing Formula That Sells Products Like Crazy](#). In that product, I walk through my FORMULA for creating amazing marketing letters step-by-step.

Locate ezines that target your market place your 5 or 10 classified ads. Use a coding

system so you know which ads are getting the results. You can place each ad in multiple locations.

When responses come in to your ad, send them your sales letter.

When you have a sales letter that makes sales, expand into other marketing methods: Web site, paid classified ads in magazines and newsletters, press releases, and direct mail.

Create Your Own Products in a Flash!

on-line reference



Chapter Eight

"SAMPLE OUTLINE"

I Used This To Create A Four-Hour Audio Product With One Other Person Via a Recorded Phone Conversation.

Now, this outline does illustrate one possible pitfall with joint venturing product creation with others -- they can disappear on you! I made the product below with a joint venture partner who never forwarded the copy of the master to me. I have made products with other people on 2 occasions where I didn't receive an immediate copy of the master and then got screwed. Always get an immediate copy of the master if you joint venture with someone else.

Now, as far as the mechanics of recording your product, I think it's very simple. Get a big stack of index cards and write down one point you want to cover on each card. Just brainstorm. Come up with all the points and topics you want to cover. Put each one on a separate card. By the time you're done, you'll have 25, 50 or 100 cards.

Next, look through the cards and start sorting them according to logical topics and categories. You'll find that certain items need to be discussed together. Sort all your cards into stacks that make sense to you.

Then go through each stack and put the points in the order you want to cover them. After that, put the stacks in the order that make the most sense. Now you go through and write out your outline.

Below is an example of an outline for a product that lasted four hours. Your first product will only be an hour or two, so you don't need an outline anywhere near this long or detailed.

Oftentimes, I have used a paper pad with just a brief outline of questions I want to ask someone else or points I want to cover.

Product title:

Secrets Of Business Wealth Creation: How To Create Greater Income, Free Time & Joy From Any Service Business or Professional Practice

***** Side One *****

HOW TO GET RICH IN SERVICE BUSINESS

The Business Wealth Creation Mindset & Principles

Your Business or Professional Practice As A Paying Proposition
Three Mental Shifts Necessary for A Six Figure Income

Seven Time-Tested Principles

The Principle Of Attraction
The Principle Of Giving Before You Ask
The Principle Of Endorsement
The Principle Of No-Risk (risk reversal)
The Principle Of Nurturing
The Principle Of Testing
The Principle Of Systems

***** Side Two *****

GOAL: MAKE TWICE MUCH/WORK HALF HARD
What One Giant Company Paid 78 Million Dollars For (value)

STEP ONE: SELECT YOUR TARGET MARKET MARKET

How To Identify and Inexpensively Test Your Most Profitable Niche Markets
How To Position Yourself--Instantly--As THE Person To Do Business With In Any Niche Market

STEP TWO DEVELOP YOUR MESSAGE

Offer, credibility, response

FREE OFFER in coaching
Attraction with lead generators/free booklets
What offer is
Offer is the big picture...the big appeal
Your 10% difference
How find out what target market wants
Offers that have worked/offers that haven't
PREVENTION: Cavities vs. smiles
What has market historically responded to?

Save money, make money, plug into offer

MORTGAGE: LOAN CONSULTANTS
INTEGRATED HEALTH CARE PRACTITIONERS
SALES PEOPLE IN FORTUNE 500 COMPANIES
INSURANCE
ENTREPRENEURS
FINANCIAL ADVISORS

DENTISTS

Example of how to develop 5 different offers for a target market: Alternative Health Care

- * Saving money: Prevention is tons cheaper
- * Save time, stress and money
- * No drug therapy. Drugs can kill you. Discover natural alternatives
- * Be in CONTROL of your health.
- * Be your own doctor
- * Credibility....endorsement

Consulting firm: Not largest but best

Free consultation

Free report or booklet
Free seminar
Free video
Free newsletter
Free fax newsletter
Free email newsletter
Free tele-seminar
Free conference call
Free test: Example of health show

How do you make it easy? Toll free number, fax order/enrollment, risk free, free bonuses, time limit,

Example of seminars that give you free bonuses to attend.

Example offers.....industries
How test offers

HOW MAKE FREE OFFERS WORK

- * 3 OUT OF 5 CONVERSION
- * Free reports to get leads that didn't get business.
- * Patrick's free seminars
- * Teleclasses...putting info out and hoped someone signed up

What to do if initial approaches to TM aren't working

STEP THREE: DELIVER MESSAGE WITH MEDIA

STEP FOUR: PUT YOUR SYSTEMS INTO PLACE TO AUTO PILOT

Process you benchmark against. Mailing X postcards a week and tracking.

If you want to earn twice as much or work half as hard, you must create reliable, predictable and consistent systems within your business.

Systems For Affordably Attracting Abundant Quantities Of Quality Prospects Through Referrals and Direct Response Marketing

Systems For Nurturing Prospects So You Become Their Only Choice When They're Ready To Buy

Systems For Enrolling Prospects As Clients In The Shortest Possible Time

Systems For WOWing Clients By Delivering What You Promised (and More) At The Least Possible Time, Effort and Expense To You

Systems For Leveraging Client Relationships (Yours and Others)

Systems For Creating Long-term Wealth From Your Business

***** Side Three *****

The Client Attraction System

The Multiple Income Streams Approach (I don't know 1 way to get all of the new clients you want, but I do know 100 ways to get at least 1 new client.)

Income Stream #1: The Domino Effect: Secrets To Wealth By Referral

**Why Your Clients Are Not Already, Spontaneously Referring
In Great Number**

The Psychology of Simulating Referrals

How to get 1,000 referrals in one hour

How to build a massive referral system that won't quit

**BONUS: A simple, Yet Proven Tool For Educating Your Clients and Boosting Referrals
(Audio Business Card)**

******* Side Four *******

Income Stream #2: How To Attract Clients Through High-Response, Low Cost Advertising

The Secret To Making Your Ads Pay: Multi Step Advertising

Simple things you can do to little ads to make them stand out

Steps to writing a killer classified ad

The One Page Fax That Got A 48% Response

How to create self liquidating advertisements

SIDE FIVE

BONUS: A Short Course In "How To Create Your Own Product in 2 Hours"

Income Stream #3 How To Attract Quality Clients Through The Internet Without Getting Flamed or Barred From Commercial On-line Services

A very simple way to turn your web site into a lead generation machine

Can you make money with single web pages?

A Quick & Easy Way To Create An Additional \$15,000 Profit Center

At Virtually No Cost To You While Keeping Your Mental Edge

Razor Sharp (Weekly E-mail Letter)

******* Side Six*******

Income Stream #4 A Very Simple Method For Attracting Clients Through Speaking Engagements and Getting Paid To Do It

(running the ad for the free video)

How To Get A High Quality Professional Video For Pennies On The Dollar

How A Friend Got Paid \$3,500 For A One Hour Speech Within 6 Weeks Of Entering The Speaking Field

3 Ways To Make A FREE Speaking Engagement Pay

How To Turn Prospects Into Clients In The Shortest Possible Time

The #1 Problem With Marketing and How To Solve It

The 4-Letter Nurturing Campaign

The "Free" To "Fee" Strategy

***** Side Seven *****

How To WOW Your Clients By Delivering More (Value) Than You Promise At The Least Possible Time and Expense To You

**Offer A Free Subscription To Your E-mail Letter
Get Suppliers To Give Your Clients A Discount
Buy Books Dirt Cheap and Send To Clients
Host A Monthly Client TeleGathering**

How To Leverage Client Relationships (Yours and Others)

**The Anatomy Of Endorsed Relationships
\$197 Giveaway Product**

How To Create An Instant Jackpot In Any Service Business or Professional Practice

Document Your Systems and License Them To Others

A Simple Way To Create Long-term Wealth From Your Business

Invest 20% Of The Extra Profit You Gain From These Ideas

***** Side Eight *****

The Marketing Makeover

Possible Areas:

**Ways to Improve Current Marketing
How to Re-Approach Current Clients
Expanding Income With Info Products
Reworking Message
Identifying A Target
Brainstorming Copy For A Lead Generation Ad, Letter or Flyer**

Create Your Own Products in a Flash!

on-line reference



Chapter Nine

"RESOURCES"

These are the resources I personally use. Use them at your own risk. Exercise common sense and good business judgment just as you would in selecting any supplier.

Tape transcribing: Advantage Services, Ann Stewart: 817-424-144

Tape duplication: Dicobe tapes: 1-800-999-3381
J.C. Sound: 1-800-537-9802

Microphone: Any good quality dynamic mike. For recording on the computer, I use the mike from [Telex.com](http://www.telex.com)

Logos: <http://www.gotlogos.com>

Color Printer: Hewlett Packard Deskjet

Audio tape: Type II chrome tape

Double cassette deck: Any quality one will do. Look for a mike plug conveniently located on the front of the unit. Look for one with high speed duplication abilities.

Create Your Own Products in a Flash!

on-line reference



Chapter Ten

"THE BEGINNING"

This is the beginning, not the end. Here are some beginning thoughts:

- This is NOT the end. It is the beginning.
- This information and system will work for you if you work with it.
- The purpose of buying an information product is not creating an archive for knowledge but the basis of action.
- You don't have to perfectly execute this system. But you do have get started.
- Making money consists not in making "right" decisions but in quickly going on to the next idea.
- The secret of success in this business is testing a number of ideas until you find one that seems to catch on and pull in sales. The RUN WITH IT and don't look back!
- The most important part of your product is the title!
- Do NOT sink a lot of money into a creating a product before you know if people want to buy it.
- Do NOT assume people will want to buy your great idea. Many a person has gone broke on this assumption.
- The difference between success and failure in this business is the difference between quitting after trying one or two ideas that don't work and sticking with it until you find idea number seven or ten that does work.

Create Your Own Products in a Flash!

on-line reference



Chapter Eleven

Key Points

Key Point 1:

The biggest key to success is finding a hot topic. Do NOT go with your first idea. Come up with a list of ideas and have your target prospects or customers vote on which product they most want to buy.

Key Point 2:

Anyone can produce an information product. Just find a hot topic, write your outline and record the product! This is NOT hard. Keep it simple!

Key Point 3:

The secret of finding a hot product is to look at what people are ALREADY buying. Create a better, competitive product. Or create a product that is needed by the people AFTER they buy another product. That is, find a product selling big and create the "next step."

Key Point 4:

Never spend much time or money on creating a product until after you know people WANT to buy it. This will save you tons of time and grief

Key Point 5:

To be a success in this business, test your ideas quickly and Inexpensively until you find a hot seller. The RUN with it and never look back! You go broke by attempting to sell things people don't want to buy. This is fundamental and obvious. Yet it happens every day.

Key Point 6:

If you don't have knowledge expertise you can sell, it's OK. Find someone else who DOES have the information or knowledge and create a product with them. You'll be surprised at how many experts will agree to this if you only ask.

Key Point 7:

The advantages of selling information products are many:

- No or low inventory
- High markup
- Fast product creation
- Low product creation cost

Easy shipping

Key Point 8:

If you aren't comfortable speaking, find someone who is to make your product for you. Or join Toastmasters. In this group, you practice public speaking in an easy, non-threatening, fun, supportive manner. Look in your Yellow Pages for a local group.

Key Point 9:

Expect one out of 7 of your product ideas to be a winner. Keep trying until you hit on an idea that's an obvious success.

Key Point 10:

Your product title is ALL important. If your product isn't selling, the FIRST thing you should do is change the title. Always test your titles by having people vote on them.

Create Your Own Products in a Flash!

on-line reference



Chapter Twelve

How to turn product creation into a system

Here is what I want you to understand.

The most important part of what I've told you is to turn product creation into a system.

1. Regularly conduct 12-product surveys.

Don't do just one!

Do them consistently. Here's a terrific trick I use. I test product ideas, headlines and so forth via exit pop-ups on my web site. In other words, when people leave my web site, a message pops up that lists headlines or products. I test to see which ones people click on the most.

Here's an example of an exit pop that I use for testing product ideas:

Marlon recommends . . .

[Click here](#) to make money with simple two-page web sites

[Click here](#) for 242 reseller tools. \$2,262 potential per customer

[Click here](#) to create your own sales letter

[Click here](#) to create and sell your own digital products

[Click here](#) if you're a beginning marketer

[Click here](#) if you're sick and tired of losing money

[Click here](#) for ways to get traffic as an associate

[Click here](#) for marketing survival skills

[Click here](#) if you need a product to sell

[Click here](#) if you have a product but it isn't selling

[Click here](#) if you're baffled by computer technology

[Click here](#) if you need to get a lot more of your visitors to buy!

[Click here](#) if you're planning on starting an online business soon

[Click here](#) to make money with exit popups like this one.

[Click here](#) to make money on your 404 error traffic

[Click here](#) to sell 10+ products with 50% profit.

I used the program at admindr.com for this tracking.

2. Locate designers and writers

Look for writers and designers who can help you put together your products. I use <http://www.elance.com> for this.

3. Collect cover samples

I grab screen shots of ebook covers I like. Same for web site designs. That way, I have examples of what I like to give my designer. Do NOT copy the works of others. Instead, look for styles that you like and come up with your own design based on one or two elements from different pages.

4. Practice writing your sales letters

You need to be able to pump out sales letters at will. You can use our pushbuttonletters.com software for this. But you need to practice over and over so you get good at it.

5. Practice writing 12-product surveys.

These things are absolutely, positively crucial. Get used to writing them. Get comfortable with doing them.

6. Practice creating your audio files using Real Producer

You've GOT to get comfortable with the process of doing this. The only way to get comfortable is to do it over and over.

7. Practice creating order forms and download pages

You've got to be comfortable with this process

8. Practice coming up with product ideas 12 at a time.

9. Get your sequence down

You want to practice this sequence over and over.

a. Target a market of hungry fish

- b. Find the bait they want to bite on using 12 product surveys
- c. Write your KSL
- d. Create your audio file
- e. Create a download page
- f. Create your order form
- g. Test the sales letter
- h. Load up your autoresponders with follow up messages.

(I use getresponse.com for number h.)

You need to be able to do this process in your sleep. You need to have these steps down cold. The only way you do that is through repetition. Doing it over and over.

Here's the process.

You target a market. You find people who WANT a product. They're hungry. They want to eat. You find them by looking at the feeding frenzy they're already having. Look for a pond where the fish are biting ALL the time!

You come up with 12 product ideas. You write your 12-product survey. You test the ideas. You write a KSL for the winner. You whip together an audio file. You test it.

Create Your Own Products in a Flash!

on-line reference



Chapter Thirteen: Bonus Chapter

"How to Get The Rights To Other People's Products"

YOU DO NOT HAVE TO CREATE YOUR OWN PRODUCTS.

I'm going to show you an easy process for doing so. But if you simply feel you can't create your own products, you can find people with information products that are not marketed on the web and request exclusive distribution rights for the web.

Maybe you'll get them, maybe you won't. But you can always ask. There are still many people who don't want to fool with marketing on the web. You can relieve them of the burden or task.

1. You can offer either a one-time cash payment for the rights to market their product on the web. You sell it on the web and they ship the product.
2. You can negotiate for the digital rights to their product. Offer a fee of \$250, \$500, \$1,000 or more for the digital rights. You can throw in a 5% royalty if you have to sweeten the deal. Or you can offer 10% or 15% commission with no cash payment.
3. You can request audio rights ONLY to their print product. If they aren't selling an audio version, and you offer a 10% royalty, that's a possibility.
4. If you own rights to another product, you can trade rights. You can also trade the rights to a list you own or other intangible or tangible products or services in exchange for their product.

Here's the secret of getting a great deal: Find issues of magazines in the U.S. and overseas that are 5 years old. Look for products that are no longer being sold or marketed. The owners of these products have nothing to lose. A 5% royalty from you is 5% they didn't have before. It's free money to them!

The best way to approach companies is with a professional letter on a letterhead and matching envelope. Email is not a good way to approach companies. Here's a sample:

Dear XXXXX,

In reading the October 1992 edition of xyz magazine, I noticed an ad for a product called (name of product.) Our company is interested in obtaining the exclusive international marketing rights for this product on the web.

We have access to the intellectual, monetary and intangible capital and assets required to obtain global distribution of your product. Typically we do so on a publishing royalty basis.

If you would be interested in having us sell your product worldwide and handle everything for you, let us know. The only work required from you will be signing the

check we send you each month.

Our corporate number in (country) is (xxx) xxx-xxxx

Now, you may be wondering how you get a corporate phone number in their country. Go to either <http://www.jfax.com> or <http://www.virtualplus.com> Through these companies you can set up fax, voice mail phone lines in other countries.

Another way to find dead products you can revive is by placing ads and banner ads on the web. Here's one you can use:

[We Revive Dead Products](#)

That's it. That's the banner ad. A lot of time, just a plain text link in blue and underlined performs better than fancy banners. You could try other headings such as: "We pay royalties for your products" or "Turn old products into cash."

You can also run similar ads in magazines in the classified ads section.

Turn old products into cash. Free report reveals how to cash in on dead products.
1-800-jfaxnumberhere

The key to all of this is finding products that have money spent in typesetting, cover design, ad creation and so forth. Those are inactive assets you can acquire for a fraction of the original time, money and energy expended. That is called leverage. It's when you make a little bit do a whole lot.

I recommend you take this path versus just acquiring broadly available reprint rights to products, as is sometimes available. Here's the scoop. Reprint rights are fine for a back end sale to existing customers. But you must have an EXCLUSIVE for the product you sell on the front end.

Otherwise you're competing with dozens, hundreds or thousands of others all selling the same product as you and it's difficult to differentiate what you're selling.

However, when you acquire an exclusive, the tables are turned. Now you're in the ownership position and you can license your product to others and have them market it for you. Or you can sell reprint rights. Or you can start your own affiliate program.

YOU MUST ACQUIRE YOUR OWN INCOME PRODUCING ASSETS.

I have a book for you to read that will change your life.

It's called: **Rich Dad's Guide to Investing** by Robert Kiyosaki. It's going to open your eyes to the absolute necessity of owning income producing assets such as your own products or own exclusive to a product.

For example, let's say you find a product overseas and obtain exclusive rights to sell it in the U.S. Now you're in a tollgate position in the U.S. If people want to use the intellectual property, they have to go through you. Get it?

OK, now having said all the above, let me explain why I usually create my own products. The main reason is that it's relatively fast and easy to produce your own products using the digital technology I explain in this manual. If you have expertise, that makes it easy.

If you don't, you can still produce products by interviewing experts in the field. But realize this. Experts get requests for interviews all the time. You have to explain to the expert why he or she should invest time with you. How it will pay off. Explain briefly

how your product targets rich people or how it will be marketed or whatever you can say that makes him or her believe the investment of time will PAY OFF.

It's the opportunity to promote a product to a wide audience that sucks your expert into doing an interview. However, a lot of people send an email asking for an interview with no credibility building. If you have a printed newsletter, professional website or something else that proves you're a serious business person, that will help a great deal.

You can also get interviews by offering to promote the experts products to your list or in other ways. For example, "If you do an interview with me, I'll have my PR person write a press release and distribute it through PR newswire. I'll promote anything you want me to."

It will cost you \$200 to \$500 to do a very nice publicity campaign for someone online, if you write the press release yourself. If you want someone else to write it, it'll cost another \$300.

Anyway, the goal is to get interviews with 10 experts and put all these experts in the product. Then, once it's finished, go back to the same experts and ask them to promote it via your associate program!

If you don't know how to set up your associate program, refer to my product, [How to Create The Ultimate, Automated Web Business](#).

Create Your Own Products in a Flash!

on-line reference



This is an EXAMPLE of how to create your own survey. It does not submit. I have found that simple text only surveys actually get better results UNLESS you send out the entire survey as an html email.

In getresponse.com, you just check "html email" and it adds special code that lets email readers see your email as html.

To create an html email, you make your html in Front Page, Dreamweaver, AOLPress or whatever editor you use. Then you copy the entire html source code and paste it into the email space of getresponse.com.

I believe you can do a similar thing with aweber and perhaps other autoresponders.

Free gift from Marlon for Marketing Secrets Subscribers Initial Request

You are viewing an HTML version of an EForm.
Don't hit reply – Complete this form as you would any other web form.
You must be connected to the web.

Dear Marketing Secrets Subscriber,

I have a fabulous free gift for you.

You can receive my 12-page breakthrough report (\$35 value) "The Greatest Online Marketing Secret In The World" just for taking the following 2-minute survey. This will help us provide you with products you really want at a price that's fair.

DIRECTIONS:

You can complete this form two different ways - by email or web.

EMAIL DIRECTIONS - Choose reply, place an X between the brackets, then return the form.

WEB DIRECTIONS - We have attached a web version of the survey. Open the enclosure (some systems allow you to double click on it) then complete the web form as you would any other form. You must be connected to the web in order to process this form.

1) Which of the following problems are you most concerned about?
X the top two.

- Not getting enough traffic to your web site
- Poor response to your banner ads
- Not converting enough of your traffic into buyers
- Having to manually process credit card orders
- Can't figure out what products people want to buy

Trying to create your own high-profit products
Finding reliable web hosting and getting your site up
Spending too much time working on your web site instead of marketing
The high cost of generating a prospective customer
Figuring out where to spend a limited advertising budget
Poor ranking in the search engines
Creating digital products you can deliver automatically
Figuring out what products you should be selling
Figuring out why your web site isn't making any money

Other

2) How long have you been marketing on the Internet? (Pick one)

1 - 3 months

3 - 6 months

6 - 1 years

1 - 2 years

Before the WWW existed

3) Which of the following products would you be most likely to buy?
Pick two)

23 new ways to send your web site traffic through the roof
How I found money, freedom and world travel through selling ideas

How to turn your web site "tire kickers" into cash buyers

How to create and sell audio banner ads for big profits

How to make a fortune selling HTML banner ads

How to get 20,000 subscribers to your ezine

New secret software gets you listed at the top of the search engines.

How to add multiple profit centers to your web site in only 60 minutes

How to triple your "hits-to-sales" ratio or double your money back

How to write a drop-dead, knock-out online marketing letter

I'll show you how to make a freakin' killing online or you don't pay a dime!!!

The amazing secrets of high click-through banner ads

The ultimate quick cash web marketing strategy

How to sell a truckload of products with simple letters any dummy can write

How to buy online advertising at 50% discounts

Internet marketing scams revealed: How liars and cheats are stealing you blind!

How to make money with your web site beginning tomorrow morning.

Web promotion secrets of the online superstars

How to make \$1000 next week online

Automated traffic builders that are installed on your web site

How to turn your web site into a money machine

How to get 1,000 web sites to sell your products
How to convert 2% to 8% of your hits into sales
How a simple 10-minute change to your order form can double your sales
How to fix your web site so it takes orders, processes credit cards and fulfills the orders, gets referrals and sends follow up emails -- all while you're sleeping.

4) What price would be more than you're willing to pay for that product? (X one)

\$30
\$50
\$97
\$197
\$297

5) What is your employment status? (PICK ONE)

Full time self employed
Part time self employed
Work in marketing department for a company
Employed in other capacity full time
Student
Not currently employed

Other

6) Are you male or female?

Male
Female

7) What is your age?

8) Highest level of education attained?

Elementary
High School
College
Advanced Degree

9) Approximate household income? \$ US Dollars

Under \$20,000
\$20,000-\$40,000
\$40,000-\$75,000
\$75,000+

10) Have you ever made a purchase from Marlon Sanders/Higher Response Marketing, Inc.?

Yes
No

11) Do you have any comments about your relationship with Marlon Sanders and Higher Response Marketing, Inc.?

Thanks, that's all! But before you hit the "Send" button, PLEASE check the TO: field of your message.



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Create Your Own Products in a Flash!

on-line reference



Marlon's Standard Operating Procedures

How to Get Your Survey Results

This is MSOP which stands for Marlon's Standard Operating Procedures. It appears in all courses where I discuss surveys. It is NOT a mistake if you have seen this data in other courses.

It is the MOST vital data. That is why I include it in multiple courses.

Here are ways to get people to take your surveys:

1. Offer a free gift

If you can't get people to take your survey, offer a free gift or product. You can even offer to give them the product that wins the survey if it is chosen for marketing.

This is the solution if you're having troubles with online forums allowing you to post your surveys. You have to give people a benefit or REASON to take your survey.

Where do you get gifts you can give away cheap? Go to any search engine and type in "closeout merchandise." There are many places you can buy closeout merchandise dirt cheap.

You can even hunt down freeware or shareware and use that as a bonus. If people don't know about the freeware, and it does something that they're interested in, they'll be happy you found the cool toy for them!

How do you find freeware and shareware? Go to dogpile.com or google.com and search on the term.

2. Offer cash

Many survey firms simply offer people cash for taking a survey....somewhere between \$5.00 and \$20.00, depending on the market and length of survey.

3. Call people

For example, you can get a directory of people who are in your target market and call them and ask them to take a survey and get a free gift. Statistics of professional research firms show 30% of people take the surveys.

If you need more info on doing this, it's in any basic "how to survey" manual. You can get many of these books free at your local library. Or you can visit your local bookstore or amazon.com.

How do you find a directory? You must go to a search engine and type in "directory and (insert name)". You insert the name of the category or field you want a directory on. You can get directories from associations. Many of those are listed in your phone book.

4. Go to local meetings

If there is a local group, association, etc. where members go who would be candidates to buy your product, go there and as you're sitting around with people, ask them to do the survey.

5. Go to seminars

One guy at one of my seminars passed around a survey and asked people to take it. He got tons of responses.

6. Fax your survey to people you know.

A friend of mine does this. She types up her survey and faxes it to people she knows who would be candidates for her product.

7. Invite people over

Invite your friends over and ask them to take the survey. A friend of mine had 12 joke book ideas for women. She invited her women friends over and they voted on the one they liked best. She published it and sold several million copies.

8. Ask people in coffee shops or anywhere you can find people who would be targets.

But remember, you're looking as much as possible for specific people who would be good prospects for what you offer.

The more general the audience, the less targeted, and the less likely your results will be accurate.

9. Get a friend to do your survey on his/her web site.

If you don't have friends, you better start networking! Make friends with people who have online businesses. How do you do that? Simple. Get busy. Email them personal letters. Call them up.

10. Pay someone to do your survey as an exit popup on their web site.

If you don't know how to do popups, go on elance.com and hire someone to do it for you.

11. Hire someone on elance.com to conduct the survey for you.

Tell them the audience you want and let them worry about it.

Create Your Own Products in a Flash!

on-line reference



Marlon's Standard Operating Procedures

How to Get The Answer To Every Marketing Problem You Will Ever Have

This topic is so important, I'm going to add it to every product I create.

It's what is called MSOP or Marlon's Standard Operating Procedures.

You want to know the biggest obstacle to implementing this system and making money?

It's not being resourceful. It's not being willing to think at all, do any research, work at all, or being willing to make mistakes. The information in this article is not for you if you're a go-getter. You're a doer. You don't let anything get in your way.

This information is for you if you're struggling. You just can't seem to get it to work for you. The answer is to be proactive.

I get emails from people who say, "Marlon, I'm sorry. I tried so and so and it didn't work."

For example, they tried posting a survey in forums and nobody would take it so they gave up.

That's b.s.

That attitude will kill your success.

Know what you do? You get resourceful. You come up with another idea or way. You use the brain God gave you and you think. I cannot solve every problem you're going to run into.

That's part of being an entrepreneur. You have to be able to solve problems. So let me give you a system for doing that. You can then solve your own problems.

If you follow this MSP (Marlon's Standardized Procedure), you will never again whine and say you weren't able to complete a step.

YOU WILL NOT GET STOPPED.

ALLOWING YOURSELF TO GET STOPPED IS WHAT STEALS YOUR MONEY FROM YOU.

This MSP will prevent you from getting stopped by problems.

Step one: Ask yourself "why is this a problem?" What is the cause? What is the reason?

For example, if people won't take a survey, ask "Why won't they take a survey?"
Answer: There's no benefit to them.

Solution: Give them a benefit. Pay them money. Give them a free gift.

Then you say: "But Marlon, I'm not like you. I don't have a closet of free gifts to give people."

Well guess what? Neither do I. Know how you get free gifts? You do the same thing. You ask yourself "How can I come up with a free gift?" You write down 10 ways you could do that.

You may have to create a report. You may have to search for closeout merchandise you can buy cheap and give people.

Step two: Find out how other people have solved this problem

A great way to do this is in online forums. To find out how to find online forums, see step three. You go in a forum and say, "Hey, I have a problem with this or that. Anyone got ideas on how I can solve it?"

Other people will help you. There are tons of resources online in every industry imaginable. You just have to go there and use them.

You don't need to find a solution if someone else has already solved the problem before. And out of all the problems you will encounter in marketing, someone somewhere has already solved most of them.

Now, use forums for ideas. Don't believe everything you're told. But if you have no ideas and you have brain lock, go there and let other people give you ideas.

Network with the sharp participants in the forum. Differentiate between those doing it and those who are not doing it. Give much more weight to the advice of those who are actually doing it.

The attitude that stops people is the belief in advance that it can't be done and won't work for them no matter what they do!

That is the attitude that will rob you of your money. So get that thought out of your mind right now. It simply isn't true.

Read all of Anthony Robbins books. Buy his 30-day personal power program. Go to one of his seminars. Go to a psychologist. Talk to your pastor, minister or priest. Read the *Power of Positive Thinking* by Norman Vincent Peale. Read *Think and Grow Rich* by Napoleon Hill. Do whatever you got to do.

But get that junk out of your head.

I have more people write and whine than you can imagine. When just a little resourcefulness, just a little research, just a little effort would have solved their problem.

If one thing doesn't work for you, try something else!

Step three: How to find the resources you need

It's simple. You do research online. I use a tool called copernic from copernic.com.

That is an awesome product. It searches tons of online resources for you in a flash. I highly recommend it.

If you can't afford it's small price tag, the try dogpile.com.

To continue with the survey example, let's say you tried a survey and couldn't get anyone to do it. Then you can go to dogpile or copernic and type "online surveys"

"opinion surveys" "how to get people to take surveys" or "conducting surveys."

You're bound to find a lot of advice and help.

"Oh but Marlon. That isn't easy. That takes effort and time."

Yes my friend. That is part of making money. It takes time and effort. You have to solve problems. It isn't as easy as going to a job and collecting a paycheck.

That's why owning your own business has much greater potential rewards. It requires you to use the brain God gave you.

Step four: If you're stumped, MasterMind

Napoleon Hill wrote *Think and Grow Rich* many years ago. It's a must for anyone in business.

Chapter 6 tells you how to use the power of MasterMinding. That's the solution to all your marketing problems. Tap into the brainpower of others. Get them to brainstorm with you.

Someone doesn't have to be in the same business you are in for them to be able to give you amazing, incredible ideas.

Step five: Read books on creativity and problem solving

If you're having problems coming up with ideas and being creative, read *Jump Start Your Brain* by Doug Hall or any other books you can dig up on creativity.

I also recommend books on problem solving. What we are talking about is basic problem solving.

Step six: How to learn software programs, web design, etc.

If you need to learn a software program, use Copernic and search for "tutorials and (software name)." For almost every product you will need to use there are plenty of free online tutorials.

Most products also come with tutorials in the help file. And speaking of the help file, I've learned how to use many products just by using the help file.

I also buy CD Roms that teach you how to use programs. There are tons of those available online and through amazon.com.

Step seven: Hire someone to teach you how

No matter what your problem is or skill you need, there is someone somewhere who will teach you for a fee. Often, that is much less than you might assume.

I suggest you start at elance.com. Then, if that doesn't work, post in online forums that you will pay someone to teach you the skill.

You can place ads in ezines that you are looking for help. How do you find ezines? Use Copernic. Search for "ezine directories!"

Step eight: Realize no one product or person is going to teach you absolutely, positively everything you need to know.

I've bought tons of information products. I learn something from almost every one of them. Just one idea is all it takes to pay for the product many times over.

Instead of looking for the magic button that is going to make you rich overnight, realize it's a path you're going to be one for awhile. And that path involves learning, problem solving and experimentation.



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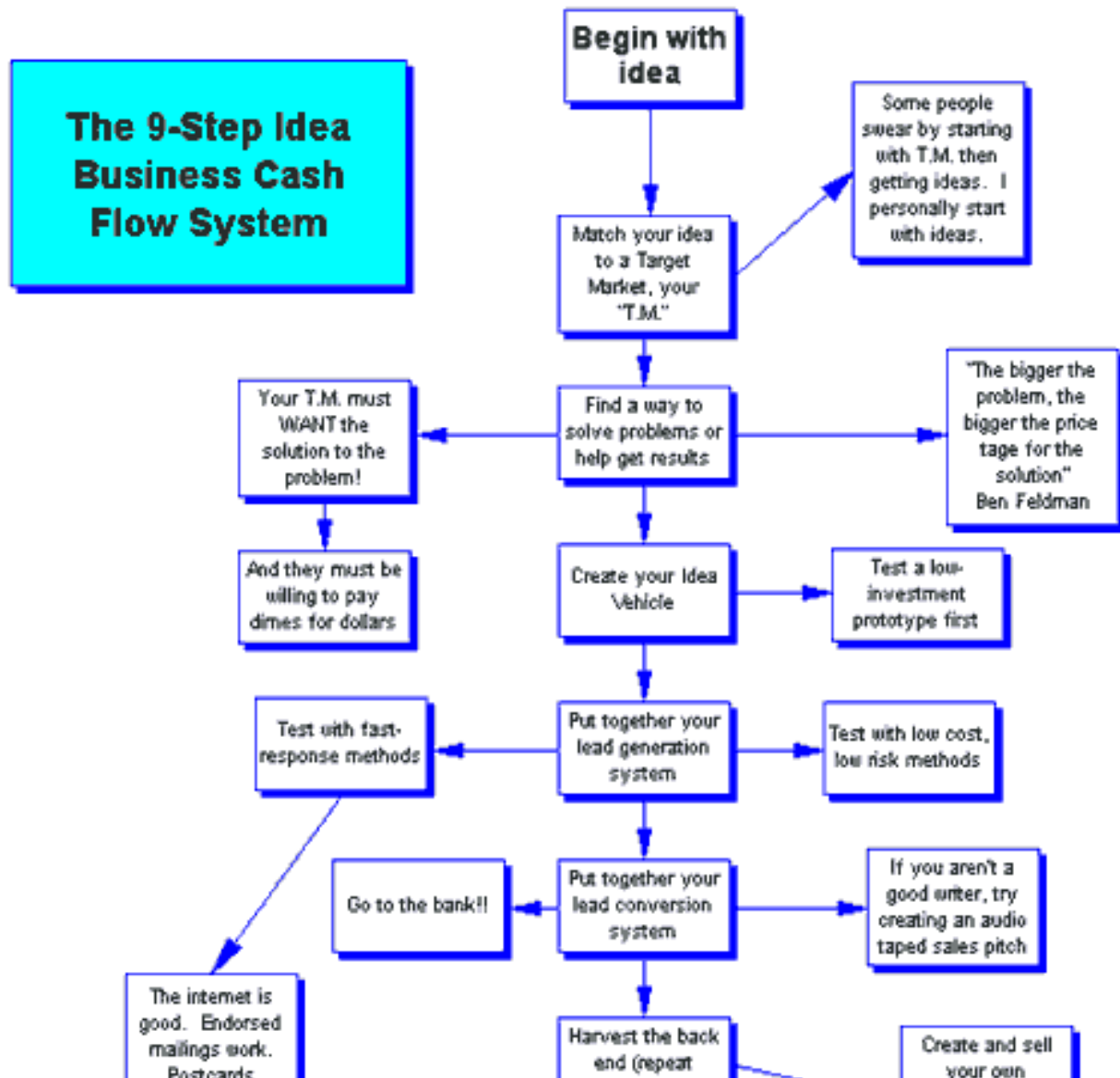
Marlon's Standard Operating Procedures

Money Process Charts

Some people think visually.

These charts often help you visualize the elements involved in successfully creating and selling products.

Chart one: Nine step cash flow system



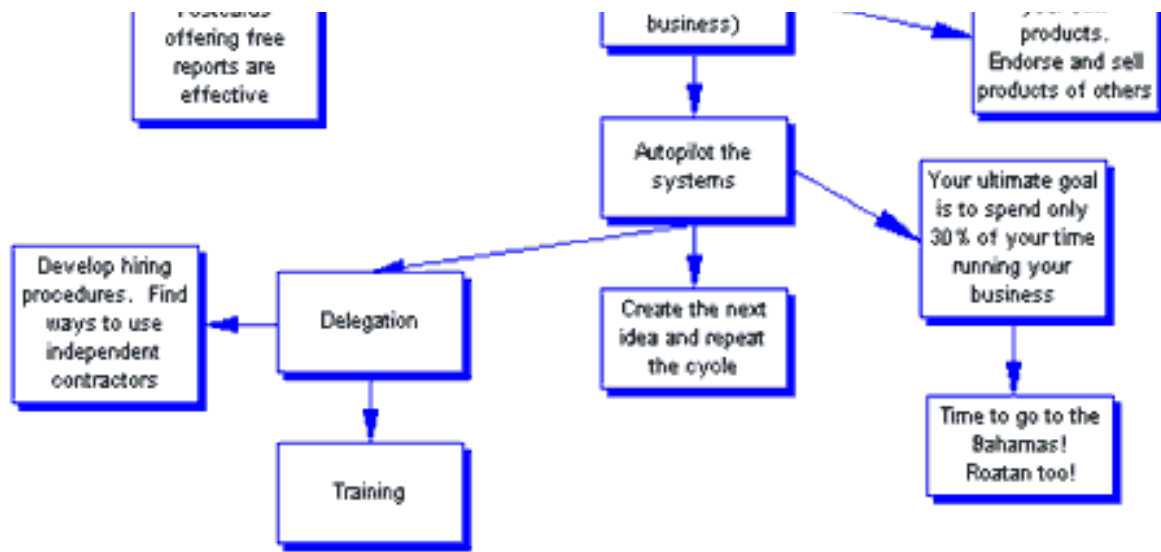
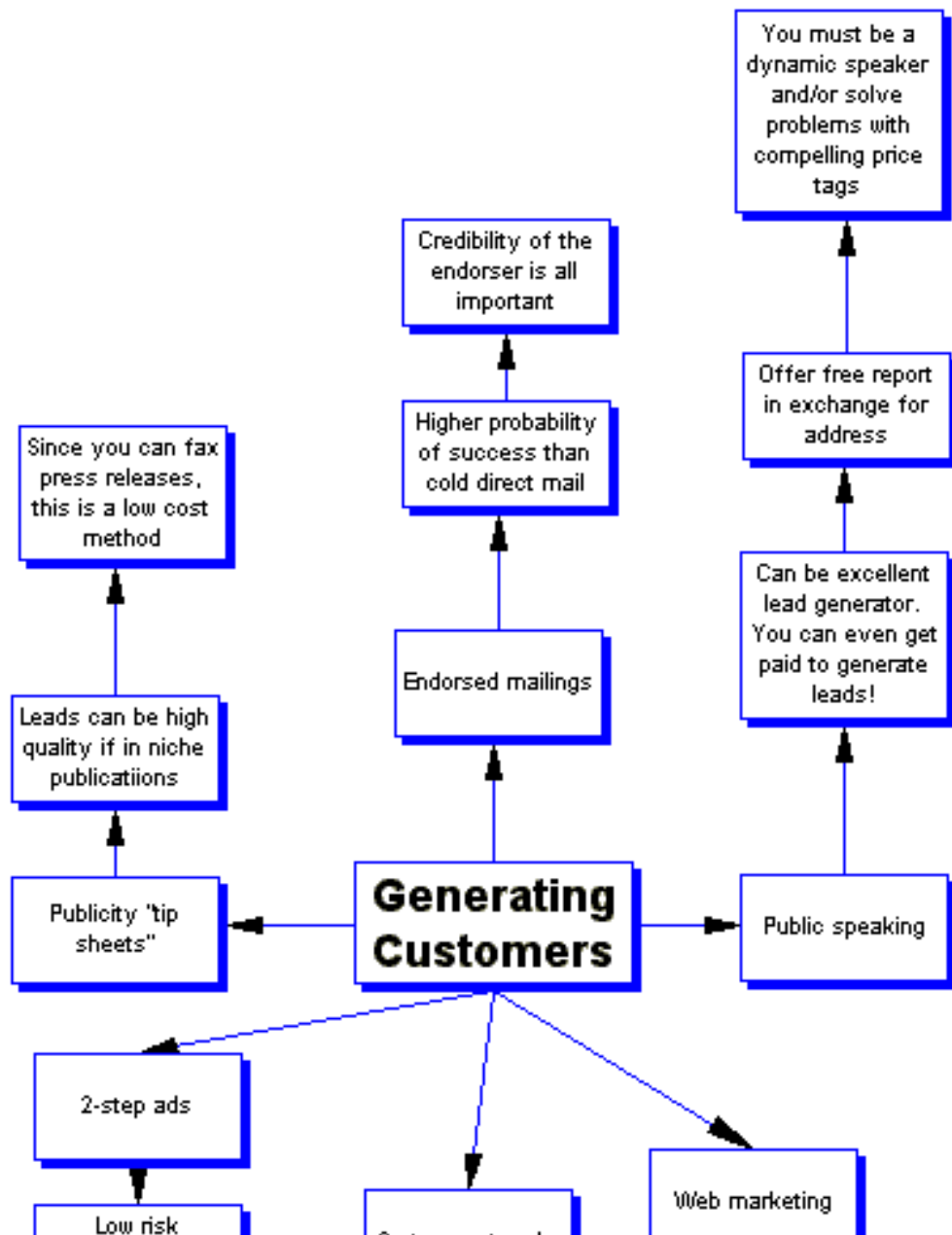


Chart two: Ways of generating customers



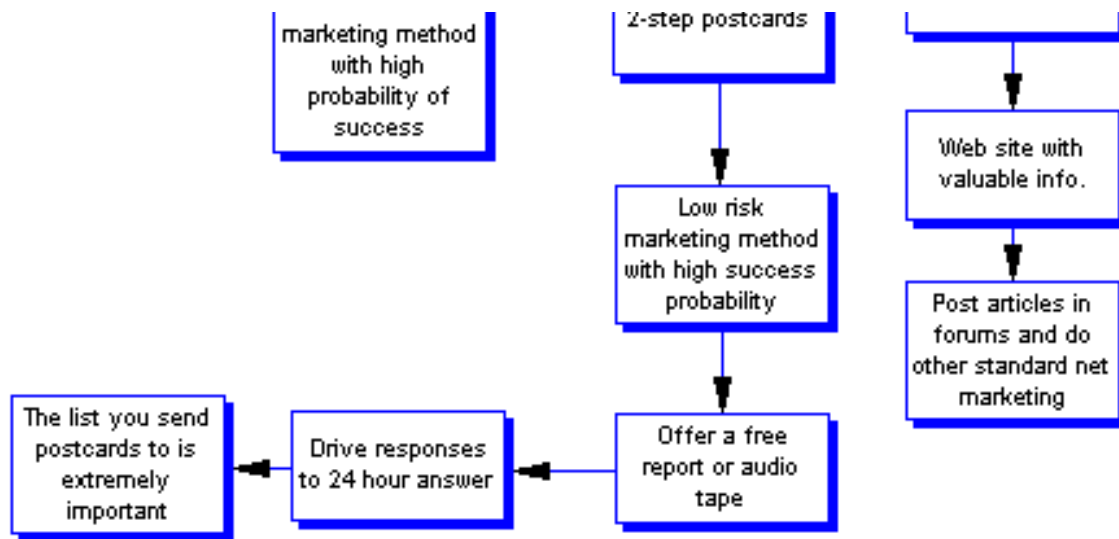
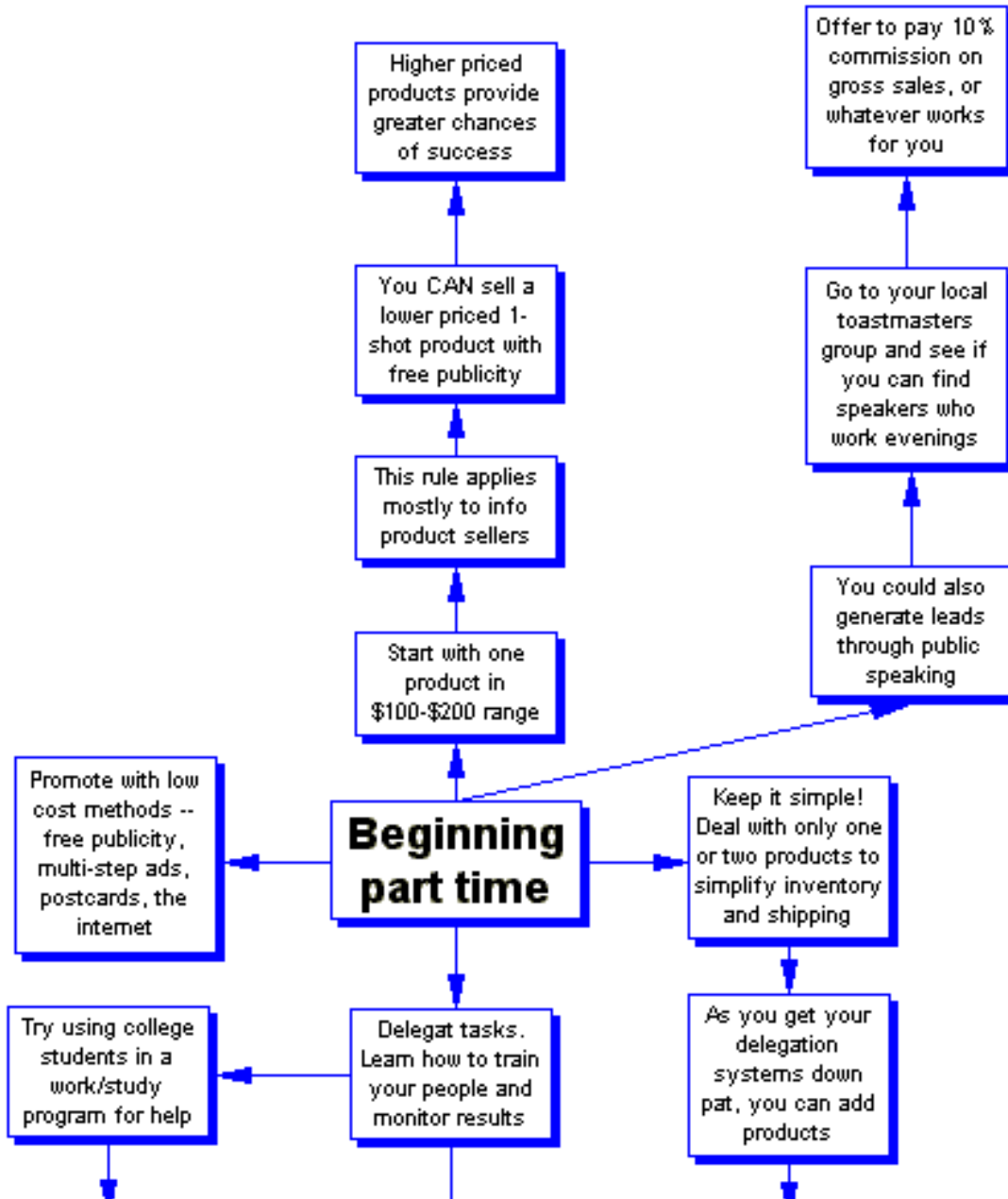


Chart three: How to begin part time

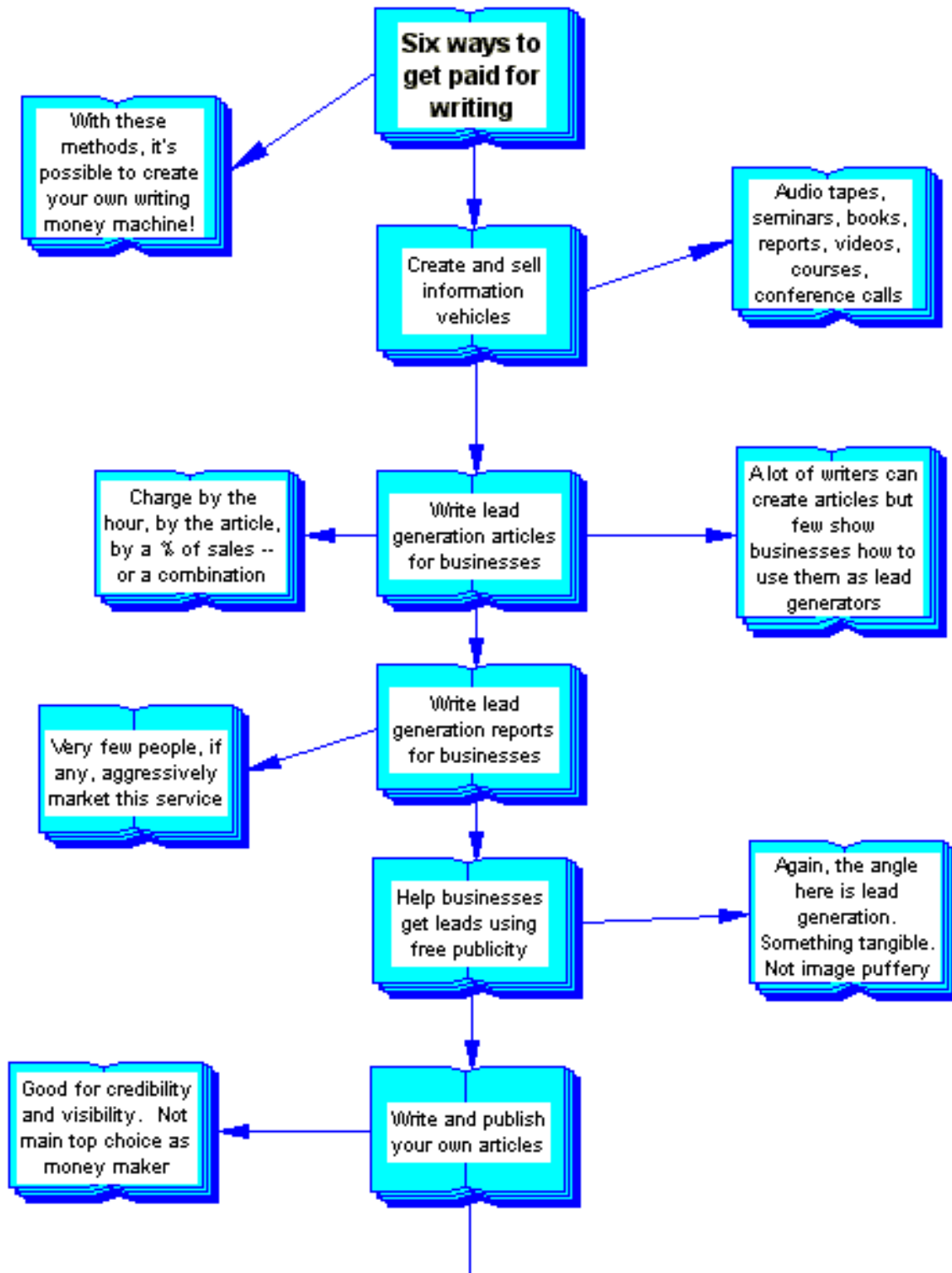


If their goal is to work in the field you do, they should be enthusiastic

You MUST read several good books on delegation

Creating products can be time consuming. See if you can sell products of others to your customers for a 50/50 split

Chart four: Six ways to get paid for writing



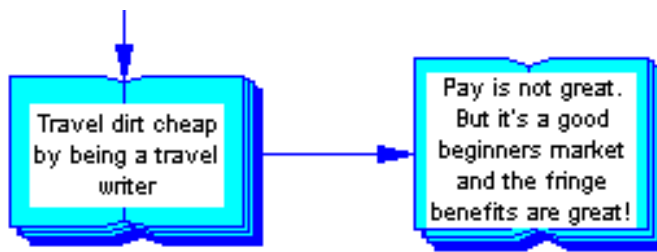


Chart five: Money making vehicles

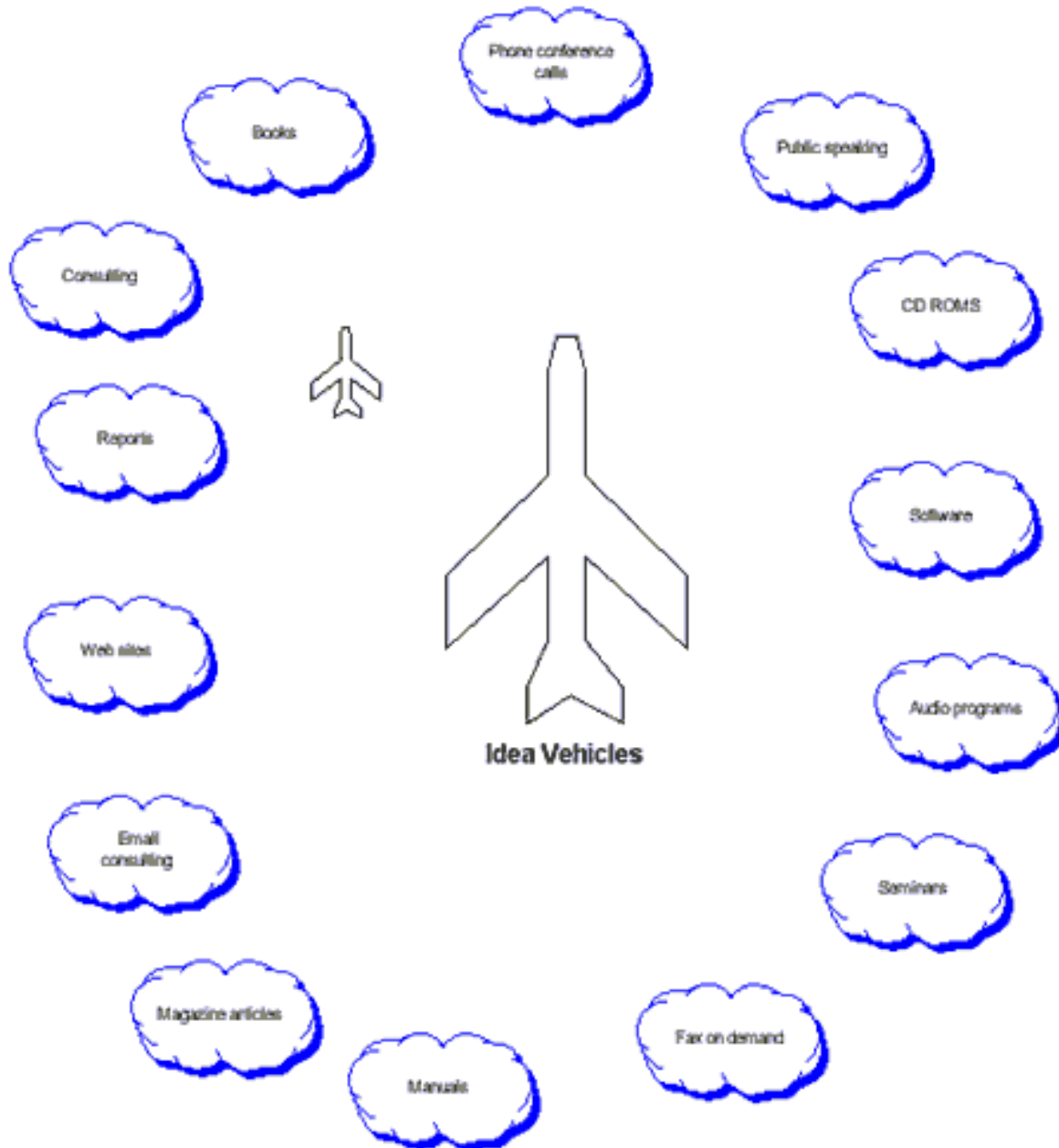


Chart six: Finding winning product ideas

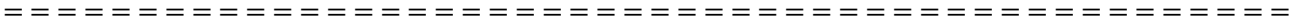


Chart seven: Procedures checklist



Target your market



12-product survey



Write your KSL



Create your audio



Assemble download pages



Produce order form



Load up autoresponders



Test



Roll out or re-test

=====



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Marlon's Standard Operating Procedures MSOP September 17, 01

How to Create And Sell CD's

Some people like the idea of creating and selling CD's. The good news is audio and video files can go on CD's.

So you can throw your Camtasia files on there or audio files. You can also put your html product on there.

The best way to do this is with a tool. I downloaded every single program I could find for this purpose. I spent 3 or 4 days looking at stuff.

This one came out the clear winner.

I recommend autoplay menu studio from indigorose.com. It's a simple program to use. In a few hours, you'll be surprising yourself.

Of course, you'll probably need a CD burner. But those are cheap now. Actually, I imagine you could ftp or mail the raw files to Jeff and he could take it from there. But right now I don't do CD's so I don't know if that is true or not.

For your CD duplication, my friend Matt uses Jeff Simmons at:
502-228-2222.

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Marlon's Standard Operating Procedures

How to Understand and Implement
This Information as a Marketing System and
The Most Valuable Product You Own

This topic is so important, I'm going to add it to every product I create.

It's what is called MSOP or Marlon's Standard Operating Procedures. It is here on purpose. It is in many of my other courses on purpose.

Why? Because it answers the question, "What's the difference in your information vs. someone else's?"

The difference is a system.

I've just given you a system. Specific steps and procedures you can use to make money. You can implement those procedures yourself. Or you can give this to an employee or someone you hire as a training manual -- if you print it out.

I am NOT giving you permission to distribute this in mass. I'm saying you can print out a copy and give it to someone you hire to train them with.

Anyway, here's what a system is:

It is something you do all the time. Not just sometimes. Not just part of the time. Not just when the weather is good. You do it all the time as a system.

For example, I teach you to conduct surveys. You do NOT just do surveys one time. You do them on an ongoing basis as part of a system.

That means someone has to have responsibility to operate that system and perform that procedure once a month. Maybe it's yourself. Maybe it's someone you pay to do it.

How do you train them?

You print out the survey chapter and tell them to do it every month.

Here are key procedures you need to practice till you have them down cold and then implement them as a system. These are NOT things you master by doing them once or twice.

Do you understand mastery?

How do you become a black belt in karate? By reading the "black belt" book once? Then sending it back and asking for a refund because you read all those exercises in some other book?

YOU DO IT!

YOU DO IT OVER AND OVER AND OVER UNTIL IT IS SECOND NATURE TO YOU. And you study everything you can get your hands on to master each little nuance.

You learn just one trick. One idea. One procedure. One new system. And it's worth ten or twenty times what you paid for the product. And that's the truth.

In the last 6 months I've read over 10,000 pages. Last week I bought around \$1,000 of marketing books and courses from other people.

You practice just like in baseball, basketball, soccer -- or any game or sport where a high level of performance is necessary. That's what you do.

If you think you can read this product one time and be a master of it or even close to it...you totally do not understand the concept of mastery.

Here are things to practice:

- 1. Practice coming up with money making ideas.**
- 2. Practice spotting opportunities and asking how you could make money from them.**
- 3. Practice writing 12-product surveys.**
- 4. Practice writing sales letters.**
- 5. Practice writing autoresponder letters**
- 6. Practice creating a web page.**
- 7. Practice creating order forms**

Do you have it?

You practice.

I don't want you to be some flunky who can't market your way out of a wet paper bag! I want you to be a ninja marketer! I want you to be skilled.

How do you get that way?

Not by reading. That is the start.

You get that way by mastery.

Maybe you think, "That sounds good. AFTER I'm making money, I'll become a master."

That's the approach to failure. Mastery IS what makes you money. Mastering the details, the fundamentals.

Most people buy products for all the wrong reasons. They buy to get "new" ideas. But you know what? It is becoming a master of the fundamentals that makes you get results.

Ask any coach of any sport at any level.

Marketing is not a sometimes thing.

You don't take a play off here and there.

It's something you do consistently day in and day out. It's about standardized procedures within your abilities.

Our corporation is not perfect. We don't have a lot of employees. But we compete with far, far bigger companies because we have systems.

For example, you know you should ask for testimonials. I tell you to ask for testimonials and you might think, "Oh yeah, I already know that."

But do you have a system for it?

How many testimonials did you get last week?

You think you have writing sales letters down pat and you know everything I've said about sales letters?

Can you quote the formula from your memory? Can you create a sales letter on the spot within 5 minutes?

Do you know your stuff down cold?

If you don't, go back and read again and again. Rip sales letters apart. Diagram them according to the formula.

Marketing is hard work. It's sweat. It's blood. It's tears. Some days you leave your guts out there on the playing field when you give it everything you got.

But that's what makes a victor.

You think you know all the info in this product? That you have mastered it? How many phone interviews have you conducted and recorded?

How many products have you created?

Can you create them in your sleep?

Can you tell someone else how to create one in 60 seconds? Do you know your stuff that well?

If you don't, then get busy.

This business is simple.

It's about targeting, surveying, creating, promoting, delivering, and following up of products that people are willing to exchange money for.

You say, "No one will buy my product."

I say, "Did you survey it?"

You say, "I couldn't get anyone to take the survey."

I say, "Did you read follow all the steps in "how to solve all your marketing problems?"

You say, "I want it easy. In fact, can't I just get someone else to do it all for me?"

I say, "Yes, that's the idea. Do it till you have it down cold. Then teach others to do it for you."

One of my friends is Corey Rudl. Corey sells a product on Internet marketing that is very famous. I have heard people say many good things about it. I have also heard people say, "That product sucks."

When I hear that, my response is "Well, an idea from it made me \$30,000 the first

month I used it."

Someone fires back: "Well I didn't like this or that about it."

I say: "No product is perfect. But I got just one idea and made 30 g's from it. That's because all you need from a product is one good idea."

The perfect product does not exist. What does exist are formulas and systems you can use right now, today that have been proven to work.

People are looking for the "genius" idea. The magic bullet.

It doesn't exist.

It is Marlon's Standardized Operating Procedures that make you money. Doing the activities proven for the past 100 years to work and make money.

Things like doing surveys. Writing sales letters. Getting promotion out whether it is on the Net or off.

That's the stuff marketing is made of.

That's the stuff money is made of.

The best thing someone can do is articulate it in a way that sparks your brain. That motivates you. That gets you going.

That prompts you to finally put that testimonials request in your autoresponder. Or to have a system for contacting potential affiliates. Or whatever.

This is not a complicated business.

You find out what people want and sell it to them.

Most people get it all wrong. They find out what they want, find a product they like, spend their time and energy making it, then pray to God someone else wants to buy it.

That IS the path to failure.

Did it ever occur to you that that dog product you have, the one nobody wants to buy, the one you can't sell for the life of you -- is a product ONLY you are crazy about?

The product is a dog. Face it. It goes bow wow when you sleep at night. Get out of your fog and do surveys. Let people tell you what they want to buy.

That is the route to marketing success.

Don't let people convince you this is not a simple business. It is the simplest business in the world. It has been around for many years before you or I were ever born.

That business is finding out what people want, acquiring or creating the product, assembling sales materials and presentations, communicating those materials to the target audience, delivery a good product, creating happy customers and asking them to buy something else.

It's the simplest and greatest business in the world.

All the Internet is is a way to do that. To get your message out. A channel to deliver products. In that way it's new.

In every other way, nothing has changed the last 1000 years.

It totally baffles me when someone buys one of my products and says, "It didn't apply to me."

How come? I can't grasp that. Oh, you mean that in your business you don't need to find out what people want?

In your business you don't need to put together a presentation that follows the psychology of my KSL system (even if it's in some form other than a sales letter).

You mean that in your business targeting an audience with money who buys products like yours isn't important?

You mean that in your business crisply and motivationally explaining your unique benefits doesn't work?

Of course that is crazy thinking. I don't even think it's honest thinking. I don't think someone...anyone....can really believe that.

You can do this business. You can succeed at greater levels than you ever thought of. You can be the brightest star in the sky. You can do more, create more, sell more, deliver more, follow up more, service more than you ever thought, ever dreamed possible.

Here's to you, your ideas, your dreams, your future, your great products, your brilliant promotions.

Here's to all that is great and beautiful and awe inspiring about the greatest business in the world.

Here's to your future. Your success. Your money banked.

In short, here's to you.

Marlon Sanders

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"THE NEXT STEP"

Dear Friend,

OK, there you have it. You've learned my complete system for creating your own products in two to five hours, ten max.

It's funny, I almost feel like I know you since I've shared so much of my life and my knowledge with you.

You can see that the method I'm giving you is extremely practical. You can also see the logic and the reasons why behind it. Sometimes people are blinded by its simplicity. Don't let this happen to you. There are very good reasons for every point I make in this manual.

Now, the one thing I haven't covered in-depth in this manual is how to market your two-hour products. That is, how do you generate prospective customers and then make sales.

This is a whole subject by itself. That's why I've created a complete system for you on this. I want to put all the odds of success in your favor. You can see from this manual how I've done everything possible to stack the deck for you instead of against you.

That's where most people are -- working against the odds. To keep you from working against the odds in your marketing, I've put together a complete system for you. It's called The Amazing Formula Problem Solving Kit. I've referred to it a number of times in the course.

Details are only [a click away](#).

But most importantly, I want to emphasize that the purpose of knowledge is not inspiration but action. I want you to promise yourself right now that you'll act on what you've learned here.

You don't have to get it perfect. But you do have to get it moving. You have to DO something.

Keep it simple. Don't make this hard. Have fun with it!

Best wishes,
Marlon Sanders