

Rapid-Fire Product Creation

People like concise to-the-point reports instead of 400 page eBooks. That's why 20 page splintered report are not only easy to create, but even sell better.

A small report can even be an advantage if you use the no-fluff approach in your copy.

I have read every book on the subject and what I found was that the entire contents of those eBooks could be described in 15-20 pages.

And that's exactly what you're going to get in this no-fluff 22 page report.

I could fill it up and make it a hundred pages long just like the other guys out there, but I'm not going to do it to you because I know your time is important.

Now if you want to go out there and get those products and waste your money and a whole lot of your time, then be my guest.

If the your eBook is just a report, use the report ecover, not the hardcover ecover.

Use this page to model your copy on: <http://www.summary.com/cgi-bin/Soundview.storefront/493ada6b006c77db2717ac100b0d06a2/UserTemplate/1350>

Method#1: Licensing

The fasters way, by far, to get content for your membership site is to **BUY IT**.

Step1. Research your options (Clickbank and Google).

- Use Clickbank to find undervalued products. (Search for products with a low gravity). The products which don't sell great are very likely to be the best ones because the authors are then experts as opposed to marketers.
- **Go to Clickbank and sort by "low gravity"**
- Locate content sites using Google that may allow you to license and repurpose their content.
- Buy and review the product before you buy the license for large products (exception: cheap plr stuff)
- It's like buying real estate ... you want something that looks dumpy but has good "bones"
- Find 3-5 potential products before you start making offers.

Step 2. Make the Initial Offer

- Say as little as possible in the initial email ... just see if they're remotely interested.
- Don't show too much interest in the first email.
- It's always best to get them to quote a price first, but if they refuse a quote a price that's 25-50% less than you're actually willing to spend ...
- Don't be too pushy or too business-like. (If people feel intimidated their response will almost always say "No").
- If you come across as too professional or too business-like, the seller will feel like you're going to rip them off and get intimidated. Tell them it's the first time you're doing this stuff.

First Contact Script

"

I was wondering if you would be open to selling a private label license to your product, [Enter product name]. I enjoyed the content very much and would like to be able to sell a similar product.

The license would essentially let me use your content in a product of my own in exchange for a one-time payment. It would also allow you to continue selling the product however you like.

We can obviously discuss the details, but first I wanted to know if this is something you would be interested in and how much you would want for such a license.

"

- So the more newbie-like you sound, the better off you're going to be.

Tips for Making the Offer

- Make multiple offers at one time. It speeds up the process and keeps you from chasing deals.
- Assure them that they can still sell their product. Do not
- Be creative and a little flexible. (i.e. co-authorships, no Clickbank, etc)
- NEVER speak disparagingly about a product to try and get a better deal.

Step 3. Do the deal

- Seen whole businesses purchased for less than \$1000
- Private label resell licenses can be had for less than \$500
- Non-product website content can be had for almost nothing.
- Remember that you're buying SPEED and determine how much that is worth to you. (That's the only thing that really matters)

Method#2: Ghostwriters

Source of Ghostwriters

Guru, Elance

Authors of books related to your topic

Regular contributors to industry journals or magazines

Forum "Big Dogs"

Poach on freelance sites – view history and see what eBooks certain writers have written. And ask them to write a review/report/notes on the book for your slo.

Method#3: Interviewing Experts

- Cheapest and easiest way to create a product
- Can interview multiple experts and create a compilation product
- Ask about one topic for an hour and you've got a great SLO
- Become an expert by association (e.g. Napoleon Hill)
- Easiest way to find experts to interview: www.RTIR.com
- Use www.FreeConferenceCall.com to record interviews

Other Sources of Interviews

- Authors of books related to your topic
- Regular contributors to industry journals or magazines
- Forum "Big Dogs"

Method#4: Become the Expert

Why do people buy products?

Most people already know stuff on the subject they are searching for. They're only looking for constant reassurance and confidence before they do it.

Most people are lazy and want to be 100% sure that they're doing it right before they take action – fear of failure.

Hence your job is to mainly reassure them and hence you needn't be the *best* expert on the topic to write about it.

e.g. Martha Stewart – most people already know how to do what she shows in the show

- Consider video and audio products too
- The 72-Hour Expert: Read 3-5 books in 1 weekend – congratulations you're an expert!
- Summarize and condense reference book
- Get a friend to interview you (Q&A style product
- Compilation products (lists, collections, recipes, formulas, etc.)
- Read PLR products into audio to increase perceived value.
- You can sell recipes and formulas

Method#5: PLR

Create a new image/ecover.

Change the sales letter.

Add screenshots.

Speak into audio

Do a video with camtasia and PowerPoint.

Long Term Continuity Strategy

- Start a continuity program
- Fulfill a single-topic report, audio, video, etc. every month
- Each month you will have a new front-end offer SLO to test and a new product to add to your bucket offer.
- If you have a membership site, you can actually get paid to create new products which you can then use as separate SLOs

Rapid Product Creation Principles

- Condensed, super-tight products
- Be willing to break up to larger products into multiple smaller products
- Good enough IS good enough – don't wait to create the best product
- **If you get an idea for a product and you're excited about it – get on it straight away before the idea and excitement fizzles of. A very important attribute to be successful in this business.**
- You don't have to create it (in fact, it's better if you don't)
- Change the mechanism (not the content) – to audio, video, etc