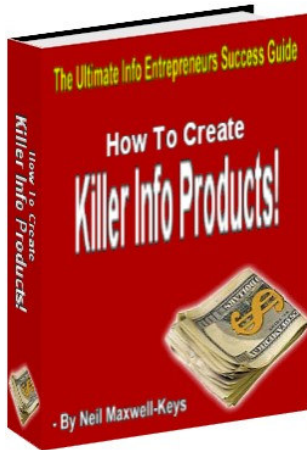


## Special Report

### The Ultimate Info-Entrepreneurs Success Guide



## How To Create Killer Info Products!

- By Neil Maxwell-Keys

Editor, "Product Developer Secrets" ezine  
<http://www.productdevelopersecrets.com>

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## CHAPTER ONE

# Get Rich & Respected with Your Own Info-Products!



### Hot Resource!

“Create And Sell Products Online!”

The author, Michael Green, has created an online business empire by selling informational toolkit products.

Now, for the very first time, he's revealing the secrets that make him a page #1 ClickBank marketplace sensation! Pick up your copy today...

Visit → [www.createandsellproductsonline.com/](http://www.createandsellproductsonline.com/)

## Let's Begin...

Every successful marketer (both online and offline) knows that you've got to create your own products to make the really big money. But how do you do it? What's the best way? What's the correct way?

That's what this eBook is all about. To give to you the information, methods and resources you need to create and market your own information products for huge profits.

Whilst the masses are out there trying to sell each other the same tired old products – you'll be different. You'll be moving in and out of small niche markets. Creating your own unique products that'll take you anything from a couple of days to a few weeks to put together (some of the techniques I'll be revealing won't even require you to do any writing!).

And here's something else you've probably never heard before - **you'll know with high probability that any projects you begin on, will make you money!**

You'll have projects running that will work both online and offline – giving you the best of both worlds. Whilst everyone else is jumping on the internet bandwagon, you'll be using the internet as a tool to sell your information products. And if you really want to boost your profits into the stratosphere - you will also use offline mediums to promote your products and drive traffic to your website.

Because this report is free. I do not want you to discount the value of the information you'll be getting. It was only when I'd finished writing it that I realised the true value of the information I'd revealed. And to be honest the thought of selling it instead, did cross my mind once or twice! (I could easily get \$39 for this).

But no, no, NO! As much as it killed me to do, I resisted all temptation to put a price on it. Instead I offer it to you free, in the hope that you apply the techniques I'll be sharing with you. As an extra bonus and as a thank you for reading this report, I'll also be giving you a couple of free bonuses.

And if you really want to learn the highly profitable secrets to creating your own information products then make sure you're subscribed to my powerful ezine, PDS (Product Developer Secrets). I'll be revealing tons more techniques and strategies for making big money with your own information products. PDS complements this eBook perfectly.

Click here to subscribe → <http://www.productdevelopersecrets.com>

Or send a blank email to → [pds@aweber.com](mailto:pds@aweber.com)

## The Staggering Profit Potential of E-Info Products!

I've already told you some of the incredible benefits, demand and profit potential there is in creating and marketing your own information products. But do you know what the biggest benefit of creating your own product to sell online is?

Well, I'll tell you... apart from having zero fulfilment costs. Zero production costs. Zero storage requirements. 24-hour automated delivery and so on and so on. The biggest benefit of turning your product into a digitally deliverable item is so that **you can create an AFFILIATE PROGRAM to go with it.**

That's right. You'll be able to create an army of salespeople worldwide all selling your products on your behalf. You'll be making money 24/7 for doing precisely nothing! Do you think you can get any closer to heaven without actually dying?!!

I'm also telling you that when you have your own product, the big internet "gurus" will do JV's (joint ventures) with you. And hey, if you haven't yet realised the power of JV's then you're missing out on MASSIVE wealth building opportunities here.

Let's take a look at this and do the math – and get you excited! Let's say you create your own information product. It takes you 2-4 weeks to create in your spare time, and you decide to price it at \$67. After a little research you compile a list of reasonably successful marketers in a similar field that you know have decent sized lists of subscribers.

By the way, the Ezine Editors List ([www.ezine-editors-list.com](http://www.ezine-editors-list.com)) is the very best source of successful internet marketers and is constantly updated.

Let's say Guru 'X' has a list of 80,000 subscribers to his ezine.

You drop him a friendly email telling him how much you enjoy reading his ezine (you have read it haven't you?). You politely offer him the opportunity of a JV for your own brand new product that you've just created. You feel it would benefit his subscribers. You offer to send him a sample to review and naturally offer him 50% commission on each sale he makes. He likes it and sends out an offer to his subscribers.

If just 1% of his subscribers buy your \$67 product you've made a cool \$53,600 or let's say \$25,000 each!! You then take this real-life example and approach other list owners and do this over and over and over again.

That's the power of creating your own products. You won't get the attention of a 'guru' with other peoples affiliate programs. Even having the reprint rights to products

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is a tough call to perk their interest. But show them your own unique product and you'll get their attention, believe me.

Successful marketers (both online and offline) will not do JV's if you're just trying to promote other peoples products – even if you offer them 50%. And why should they? They could do this themselves and keep 100% of the profits. But if you have **your own product they will stand up and take notice** when you approach them.

Oh and when you're bored of this product or feel you've milked it for all its worth - you then sell the 'resale licences' to it and make your second fortune! Remember this is all from ONE product. Do this two or three times and you'll be able to tell your boss exactly what you think of his J.O.B!

### Look Out For My Top, Top Resources!

Throughout this eBook I will teach you various techniques and strategies that you can take and apply to create and market your very own information products... BUT as I'm sure you'll agree there's only so much I can offer you in a free eBook.

Frankly, over the past few years I've bought, tried and tested tons of different products on information publishing and product creation. As they say "some good, some not so good" and I would add further "some pretty downright appalling!" So... at the beginning of each chapter I'll share with you my ultimate HOT RESOURCES...

Look out for them - these are the very best sources of information on creating and marketing your own information products – the cream of the crop. And I urge you to invest in at least a couple of them – preferably all of them. They will make you a ton of money over the next few months if you were to apply just a fraction of their advice.

What's more, it's important to note that the resources I'll be sharing with you are all produced by the 'big guns': the real experts that are out there making vast sums of money month after month. And I wouldn't recommend anyone else. Always learn the 'secrets' from people who "Walk the Talk" and no one else.

Before we end this chapter you should know that you'll find this eBook slightly longer than the average "giveaway" eBook. That's because I've packed into it so much high quality, proven and profitable information that you won't find published anywhere else.

I urge you to print this eBook off and read it when you can devote some quality time to it. It's all too easy these days to download all the free eBooks out there, with good intentions of course! But then never getting round to actually reading them. I hope already you realise this one is different. Consider this study time an "investment" that you owe to yourself.

## CHAPTER TWO

# The “Fool-Proof” Method for Info-Product Success!

### Hot Resource!



### "One Minute Poll"

**The Web's Most Powerful eBook Marketing Survey Tool.**

**Now you can quickly and easily survey your customers and prospects (as well as other people's prospects and customers) to find out exactly what they want to buy, when they will buy it, and how much they'll pay...**

Visit → [www.oneminutepoll.com](http://www.oneminutepoll.com)

## Success Begins with the Right Question!

It seems to me that many people starting out in the information publishing business, whether it's online or offline, approach it in this way:

"I've got this product – now WHO can I sell it to?"

Now that might not necessarily be the wrong way to do it. But it's certainly the hardest way and one of the quickest ways to LOSE a lot of money that I know about.

Compare the above question with this one:

"I've found this market of people. They're all enthusiastic and passionate about [insert hobby/interest here]. Now WHAT can I sell them?"

Wow! Which question would YOU rather be asking? It's not rocket science is it? I mean if you KNOW that these people are all passionate and enthusiastic about, let's say... playing golf. Then you're hardly likely to try and sell them a product on how to improve their basketball shooting skills, are you?? It seems so obvious and yet this is how 99% of people who create their own products effectively approach it.

Starting from today, you need to choose projects that give you the very best chance of success by stacking the deck totally in your favour. And that means being MARKET driven instead of PRODUCT driven.

This is what I mean by being market driven:

**Find a market first. Then look closely at that market. See what it wants (let them tell you or ask them). Then design the product to fill that want.**

You see, when you're locked into a "Who can I sell this to?" project, the chances are that you're going to lose a lot of money and waste a lot of time trying to find the answer to a question you shouldn't have to ask.

When you define the market first you have absolute control over your project. You can choose the people who you want to have as customers. You'll know that they actually want to buy the kind of products you want to sell. And here's the best bit. When you find markets of people all enthusiastic about a particular subject YOU DON'T HAVE TO GIVE THEM THE HARD SELL TO BUY YOUR PRODUCT!

This is really important. These days with all the Get Rich Quick products flying around, people are very sceptical. If you were sending out a direct mail piece for a business

opportunity, six pages would be to convince the prospect that you're a genuine, honest person and the last two would mention something about the product! And it's the same with websites – you have to make them scroll down 10 feet before they find out what it is you're actually selling!

When you contact enthusiastic groups of people in different areas they're already sold!

Remember the statement I made a few paragraphs ago? Well that statement is the key, the real 'secret' to success in information publishing and product development. Here's another way of putting it:

**The foolproof method for massive success in information publishing is to find a niche market, discover a desire - then quickly develop a product to address that desire.**

Read that paragraph again – preferably out loud – until it sticks on your brain. That paragraph captures the essence of this chapter and will save you much heartache and money.

Also note this: The market you choose does not have to be huge. 'Niche' marketing means a small, select group of hungry people. The car market is HUGE. But the market within that for (say) Lamborghini owners is extremely small in comparison. And that's what we're talking about here.

I know people who make 6-figure incomes year after year in markets as small as 3,000 people.

### How To Find Lucrative Markets

Here's a plan you can use that demonstrates what I'm talking about and how to actually do it. (Don't you just hate information that tells you what you SHOULD be doing but doesn't actually tell you HOW to do it?)

**1)** Firstly decide what it is you're actually interested in. As an example, let's say you're into "internet marketing" as a lot of you reading this probably are. (Note: this doesn't have to be 'internet marketing' – it could be anything hobbies, cars, sports, specific businesses, etc).

**2)** Using search engines go out and find discussion forums and bulletin boards related to this specific topic. Here's couple of great free one's that I use for internet marketing and info publishing (save them to your 'favourites'):

→ <http://www.howtocorp.com/forum>

→ <http://www.ablake.net/forum/>

My favourite one is Bill Myers Online that I couldn't live without:

Visit → <http://www.bmyers.com>

The bad news is this site costs \$24.95 per THREE MONTH subscription. The great news is this is an absolute bargain for what you get access to. And it's run by master product developer, Bill Myers. I urge you to check it out for yourself.

**3)** Study these forums carefully and scan them regularly. They are a goldmine of information. What you're looking for is "idea triggers". You want to find questions that keep getting posted. Questions starting with: "How Do I...", "Where can I find...", "Does anyone know where...", "Wanted..." etc.

Also look out for statements of frustration or disapproval like "I wish there was a way to...", "It would be so much easier if...", "I can't believe I had to..."

**You want to learn the desires, motivations and 'hot buttons' of your target market.** And you want to learn about their 'problems' so that you can step in as a product developer and provide that solution.

Look for patterns of behaviour. Find a few questions and search forum archives over a 3-6 month period to see how many others have asked similar questions. You're 'fishing' for the right market.

Sometimes finding the posts with the most responses will also enable you to quickly focus in on pockets of high emotional demand.

Consider posting questions about a certain topic to see if you can generate idea triggers. You may discover a certain topic captures a lot of interest from the group – if so you may have found an enthusiastic and super ripe audience. Perfect!

**4)** Consider creating your own weekly or twice monthly ezine targeted towards your market that will fulfil their desires and hot buttons and answer their questions – derived from the above research.

**5)** When you've built up a reasonable number of subscribers. Drop them a friendly email asking them exactly what types of information and products they are looking for (you'll already have a pretty good idea from your previous research but by asking them you can now get really specific). You need to find out what kind of bait they like!

Remember...

**Don't guess what people want to buy...ASK them!**

**6)** Search affiliate sites ([www.associateprograms.com](http://www.associateprograms.com)) for related products that will meet the requirements of your target market. Sign up to these affiliate programs and recommend them to your list. This is still research – you need to find out if the fish are biting!

**7)** When you know from your research and affiliate sales results that you have a hungry market of people, who are 'in heat' and looking for specific information and solutions to their problems; you can then create your own tailor-made information product that provides their answers.

It's like you're working backwards. And you are. It's almost unfair! You see, when you find a specific group that are 'in heat' it means that they're so hot about a particular subject; they buy everything they can find related to it. And you, my dear friend can perform a valuable service by stepping in and offering products that they are desperate to buy.

The sample plan I just gave you is perfect for finding markets of hungry people online and creating products targeted towards that market. And the same 'principles' can be applied to offline marketing too (direct mail and mail order)

Okay at the very beginning of this chapter, I gave you a little-known resource that I'd like you to try if you're really serious about what I've just talked about. It's probably the web's most powerful eBook marketing survey tool and it's called "One Minute Poll"


**Visit → [www.oneminutepoll.com](http://www.oneminutepoll.com)**

Using this tool you can quickly and easily survey your customers and prospects (as well as other people's prospects and customers) to find out exactly what they want to buy, when they will buy it, and how much they'll pay...

And you now know how valuable that information is!

## CHAPTER THREE

# Killer Product Creation Techniques!



**Hot Resource!**

"Create Your Own Products in a Flash!"

**Marlon Sanders releases the all new totally updated version of "Create Your Own Products in a Flash!"**

**Now you can create your own products in less time than you think -- and sell them for up to \$100 a pop!**

**See below for this limited time offer:**

Visit → [www.yourownproducts.com](http://www.yourownproducts.com)

## Killer Product Creation Techniques

Well you've make it this far. You see you've demonstrated to me that you're serious about this. You genuinely do want to build a fantastic income in the best business that I know about – information publishing and product development.

You see people stop reading even at this pathetic stage. Why? Who knows? But I have a strong sneaking suspicion that it's because what I tell them requires them to work. To think. To get off their butts and actually DO SOMETHING!

They don't want that. They'd much rather hand over their money and join the next hot program that comes along. Or buy those reprint rights that everyone else is selling. Or just sign up to any old affiliate program. Then 6-months down the road they scratch their heads wondering why nothing's happening.

But us? We're not like that. We don't mind a little hard work. We don't mind working late a few evenings. Skipping a few soaps on TV. Missing a few nights down the pub. Safe in the knowledge that in a few months time we'll have our own killer products out there; working on autopilot and pumping money into our accounts even while we sleep!

And besides it's fun.

Now then, let's crack on. We've got lots to get through.

I promised to share with you some of the secrets used by the world's most successful product developers and information publishers. So, I'm now going to give you some actual techniques to get you off to a flying start in your own information publishing business.

I've selected these techniques for one main reason: They're simple to apply. What I'm NOT going to do is teach you how to create a 500-page manual or a ten-part course. Quite simply because they take too long to create and you'll never get started!

I want you to be successful. I really do so that you can come to me in a few months time with your success stories. And **to be successful means that you've got to take action**. And I want you to experience success with your own simple projects first. Save the big projects for when you have a few smaller ones under your belt and plenty of spare time!

And what's really interesting is that you'll probably find the simpler products that take a few hours or days to produce - usually end up being the real money-spinners!

## Killer Product Creation Technique #1

### The Compilation Method

As I said, the last thing I want you to do is rush off and bang out a 500-page manual before you even know whether it'll sell. That's a GREAT way to lose a lot of your life. So with that in mind, here's a technique that you can take and apply tomorrow and have your very first info product selling by the end of next week. No writing required!

Ever heard of Yanik Silver?

Yanik wrote Autoresponder Magic. Or should I say COMPILED Autoresponder Magic. It became one of the best selling eBooks ever created. What Yanik did was approach the experts in Internet Marketing and ask them if could have some of their autoresponder messages which he could create an eBook out of.

Within about a week or two he had received a bunch of messages back from all the people who wanted to participate. From this he created an eBook consisting of over 500 pages of autoresponder messages. He had created a product so that people could see exactly how to create autoresponder messages just like the experts did. Yanik compiled the whole product in two weeks without having to do any other work of his own. It became one of the biggest ever selling eBooks.

Here's another compilation success story:

Joe Kumar is a smart 18 year old lad with more than his fair share of cheek! He drew up a list of names and email addresses of all the top internet marketing gurus he could think of. He then sent them a short email which said:

Hey <Guru Name Here>,

You suddenly lose all your money, along with your name and reputation, and only have your marketing know-how left.

You have bills piled high and people harassing you for money over the phone.

Plus, you have a guaranteed roof over your head, a phone line, and an internet connection for only one month.

You no longer have your big guru name or JV partners. Other than your vast marketing experience, you're an unknown newbie.

What would you do, from day 1 to day 30, to save yourself?

Joe Kumar

Guess what happened? Many of these gurus actually rose to Joe's cheeky challenge and replied. They gave him their own personal and ultimate step-by-step answer to his question!

He had in his hands a goldmine of information that thousands of others would pay for. What did he do? You got it. He COMPILED it into an eBook called "30 Days To Online Marketing Success" and sold it by the truckload at \$97 a pop!

Genius! Read his story for yourself:

Visit → [www.joekumar.com](http://www.joekumar.com)

Now does that get your heart racing a little bit? If an 18 year old green, wet-behind the ears newbie can do that – what can YOU come up with?

[**IMPORTANT UPDATE:** Joe Kumar has recently received some bad press and criticism for various reasons. I'm not recommending you do or don't buy Joe's products. I'm simply using this as a great "real life" example of how you can create your own hugely profitable info products, without doing a scrap of writing]

What compilation eBook could you produce? What experts in your field could you contact? You've seen for yourself that you only have to ask! This is a fantastic method to get you started and requires virtually no writing.

### Killer Product Creation Technique #2

#### The Ezine Method

I suspect some of you reading this have your own ezines. Consider going through your back issues and compiling all the very best information from each one into an eBook. Who do think would be interested in buying this product?

It's not a trick question.

Your subscribers of course! Do you think they've saved every issue you've ever sent them? Don't make me laugh! You'll be lucky if they even read half of them! But there you go. This is another variation on the compilation method but you could soon have a ready made product that you can sell to a ready made market that already know and trust you.

### Killer Product Creation Technique #3

#### The Tip Method

You could easily have this report written in a matter of days. You find your unique market of people using the strategies we already discussed in chapter two.

What you do then is you take a note book and carry it around with you everywhere you go for the next week. Leave it under your pillow at night. Leave it on the side while you're having a shower.

You basically let your brain run free and you write down every single 'tip' for your chosen subject that comes to mind. Its fun – it's just like brain storming! Just write down every wild and wacky idea you can think of for your field. And do some searches on the net too.

Aim to have around 100 tips; Preferably 101. Odd numbers seem to work best: 101, 107, 117, etc.

Then you title your report:

"117 Top Tips for Internet Marketing Millions!"  
"117 Essential Tips for Mothers!"  
"117 Top Tips for Greenhouse Enthusiasts!"  
"117 Little-Known Tips for Female Entrepreneurs"  
"117 Hilarious Practical Jokes!"

Even if you don't sell it, it will make a great giveaway bonus report for your subscribers and customers. And you can allow them to give it away to their customers too – it's called Viral Marketing because you're spreading your name and brand around like a virus!

Of course, you can also promote your own products through your links within that report and make money on the back end. Then when you've judged its success you can create a bigger, more detailed and advanced book that you can sell to all those who have a copy of this free report.

### Killer Product Creation Technique #4

#### The Interview Method

When I tell people to start creating their own products, usually their immediate reaction is one of the following: "but I don't know anything" or "I don't have anything

to say” or “I don’t know what I’d create” or “I’m not a writer” and so on and so on.

This method blows all those excuses away! Because what you’ll do is go out and find someone that is an expert. Or you find a group of experts. You then create your product based on THEIR knowledge.

Now the easiest way to do this is to just approach the expert and ask if you can have 30 minutes of their time for an interview to create a product out of. Then you tape that interview. You then go over to a service such as [www.elance.com](http://www.elance.com) and find tape transcribers and have them transcribe the audio tape into a product that you can sell.

And in case you’re wondering, the reason that this expert is going to do the interview with you is because you’re going to tell them that not only are you going to sell this product and increase their brand name all over the internet. But you’re also going to GIVE THEM the product that they can sell too. You’re giving them a way to make more money but also branding yourself as they promote it to their audience. It benefits both of you. You’ll find a lot of experts will be more than happy to do this.

This method gives you the ability to create a product in ANY market because YOU don’t have to be an expert. All you have to do is find someone that is or find a group of people who are and create a product out of it.

All you need is very limited equipment: a tape deck, a Mic., and a connection for the phone. You can easily get this equipment for under \$100. Try second hand (eBay) or from a shop such as Tandy.

## CHAPTER FOUR

### A Killer Case-Study!



**Hot Resource!**

"eBook Secrets Exposed"

**How to Make MASSIVE Amounts of Money  
In Record Time With Your Own eBook  
(Whether You Wrote It Or Not!)**

Visit → [www.ebooksecretsexposed.com](http://www.ebooksecretsexposed.com)

## Killer Case Study!

I urge you to read this chapter thoroughly. Because I'm reprinting an article that I think is the best article on product development I've ever read. Yep, probably even better than my own articles I'm afraid to say.

It was written by Neil Stafford who's over at <http://www.internetmarketingreview.com> which is one of the very best newsletters you'll find on internet marketing. He walks the talk and makes BIG money from his own internet endeavours.

Okay, here we go:

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### Product Development, Marketing and Sales from scratch!

**- By Neil Stafford**

I recently received an email from an IMR Member (Anthony Woodridge) and although it wasn't an unpleasant email it was quite frank and forthright telling me I was wrong to say that product development and selling on the Internet was easy!

Well, first of all, what I actually said was product development was simple, not easy! And simple it is, however, if it was easy everyone would be doing it.

I've always said product development does take a bit of work and effort but the rewards are tremendous.

Anyway to cut a long story short he `challenged me to produce a product, that could be sold via the internet, on his hobby.....fish keeping!!!

Fish keeping was his hobby and he was convinced that I couldn't develop a product for that market.....never mind one that sells!

Did I manage it.....read on!

The first step I took was to go out and buy several 'Fish' magazines to supplement the Internet research I would be undertaking.

I knew I didn't want a 'generic' product on fish keeping so I looked for a niche that was crying out for information/services/products.

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I searched under many different keywords in the search engines looking at web sites, newsgroups, discussion lists and ezines.

After a while I noticed (from the research) that the breeding of fish was a topic that always produced a lot questions. This was backed up by articles and letters in the magazines I had bought.

Had I found my niche?

Research showed that different fish have different breeding patterns so a general 'Fish Breeding' product wouldn't do.

Back to a bit more research.

Several of the newsgroups and email discussion lists had questions about breeding Black Ghost Fish.

Did you know that Black Ghost Fish are from the Amazon and are best kept singularly or in groups of up to 4 fish as they are very territorial?

Anyway I digress!

Had I found my niche?

I had to see if there was a market for a product about breeding Black Ghost Fish.

Using tools on Overture.com and Wordsearch I found that over the last couple of months 6000+ searches had been done on the keywords 'fish breeding' (including related words & phrases) and 1600+ searches on 'Black Ghost Fish'. That's not including all networks.

I had a market!

I spent the next couple of days compiling all the information I could find on breeding and keeping Black Ghost Fish.

I then arranged this information into a logical order using my handy formula and found that I had enough information to produce an information product with over 200 pages!

What's my formula?

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A simple one!

- Pick a topic
- Write down 25 Chapter Titles / Headlines
- Write 4 Sub Chapter titles / Headlines under each of the 25 main topics
- For each of the 4 sub chapters write 2 pages of information for each one.

The result is a 200 page information product.  $25 \times 4 \times 2 = 200$

As it worked out, due to the amount of information I had compiled, I had over 250 pages of information including pictures, diagrams etc.

### **Bonuses**

If you've ever bought an information product via the Internet you will have been offered a variety of bonuses to encourage you to invest in the main product. Often the bonuses are worth far more combined than the main product on offer!

What could I use for bonuses to encourage people to buy my product at the price I set? An important consideration is that any and all bonuses must be of the same high quality and perceived benefit to potential customers as the main product.

The first bonus I will offer is a report listing 100 top fish keeping sites as I already have these from the research I undertook.

The second bonus is similar to the top 100 concept and will be the top 10, 20, or 30 etc. Fish Breeding Tips.

I will also arrange to 'interview' an 'expert' on fish breeding over the phone and have the call recorded. I have already identified over a dozen people as candidates from my research, and it only takes one!

Why should they agree to take part?

Simple.....I will explain what I am doing and that the interview will give them exposure to the market, build up their credibility and at the end of the interview I will ask them to tell the listeners how they can contact them or their business for more information.

I will also send them a copy of the interview, on CD, that they will be free to sell or give away as a product of their own.

To ensure the interview runs smoothly I will email/fax the questions before hand so

they can make any additions or amends if needed.

I now have my bonuses!

### **Pricing the Product**

I have set 2 price points for the product and bonuses depending on what the customer wants.

Option One

Standard Package – This will be an electronic download only version and will sell for £47.00

Option 2

Gold Package – This will include an electronic download version (For immediate gratification) Plus a printed manual in a 4 ring binder, the interview on CD, a separate CD with the 100 top sites and Fish Breeding Tips. I will also include free email updates as new methods of breeding arise. Price £97.00

How did I determine the price? I asked the market! I emailed a few of the sites from my research to see what their reaction was to the pricing and also gained permission to post a question on some of the Newsgroups asking for feedback.

[**NMK:** This pricing method works. If you want to double or triple your income – offer a 'deluxe' version of your product. Gets 'em everytime!]

### **Marketing**

With my topic picked, product produced, bonuses and pricing in place I moved onto my marketing plan.

How would I market this product?

Free Methods

- 1) Press releases/articles – Using the information I had already gathered I will compile a short article about Black Ghost Fish that is compelling, interesting and very beneficial to the people who read it.

I'll then submit it to offline magazines and online ezines with full permission for them to reprint it as long as my contact details are given at the end of the article.

- 2) I have identified high profile websites and offline publications that reach my target market and I will send them a FREE copy of the product, with my compliments, for a review. Using this method I will not only receive a review in the magazine I will also receive feedback that I can use as testimonials in my sales letter.

### **Paid Marketing**

- 1) Using the Pay Per Click Search Engines such as [www.overture.com](http://www.overture.com), [www.espotting.com](http://www.espotting.com) and [www.mirago.co.uk](http://www.mirago.co.uk) I will bid on keywords to drive targeted traffic to my site.
- 2) Ezine adverts. I've Identified 4 ezines with a high circulation of readers with an interest in Fish keeping and Breeding where I will place adverts for my product.
- 3) Affiliate Program & Joint Ventures – Using the sites I found in my research I will email the owner of each site showing them how they can earn 50% commission on each referred sale by simply telling their customers, prospects, visitors about my product.

This way I will have 100's of web sites and ezines promoting my product and I will only pay out when a sale is made.

What else can I do?

Free search Engine submission, Newsgroup and Discussion list postings, contact Associations and Groups the list goes on!

### **Repeat or Back End Sales**

As a good Marketer or Product Developer you should always be on the look out for repeat sales to increase your profit. I asked myself what could I offer as a back end to customers who bought my product.

The list is literally endless.

I now know how to put together an ebook package about Black Ghost Fish breeding, do you think I could do the same for other types of fish?

You bet! And do you think that a percentage of my existing customers would buy that product as well? I guarantee it!

A ready made market!!!!

I could sign up as an affiliate of other products myself and offer them via email to my customers.

Plus, if I really wanted to, I could run a teleseminar about breeding Black Ghost Fish. I would email my customers and prospects for questions before hand and ask my interview expert to take part as well!

The opportunities are endless!!!

### **Conclusion**

Going back to why I did this product and the Challenge set by IMR Member Anthony Woodridge.

Do you think Anthony is now satisfied that there is a huge potential market within his hobby...Yes he is!

Did I give him all my research... NO WAY!

For Anthony to hire me to do all the product development for him would have cost him a fortune on my daily consulting rate, but what I did do was set HIM a challenge.

I gave him a list of all the sites I visited, magazines I'd bought and addresses of website owners to contact. I also gave him the marketing plan, pricing points and bonus ideas and then challenged him to have his product finished within 2 months.

It took me less than 4 days on and off to complete everything except the telephone interview, I even gave Anthony the names of the people to contact for the telephone interview.

I challenged him to produce the product, put up a web sales letter and start taking orders within 2 months and I'll even help him with the web sales letter and order taking process!

If he doesn't do it.....I'll then go to market with my product and, as a conservative estimate, make between £4000 and £7000 within 60 days of launch.

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See.....product creation is simple.....it's not easy as it does require thought, effort and most importantly a desire to do it.

What would you do? Take my FULL plan and produce a product or sit back and make excuses why it won't work?

Think how you can apply the above techniques to your own hobby or interests.....

Remember that people will buy what they are interested in and it doesn't have to be about 'how to make money'. The 'Hobby' Market is huge!

Find a niche, find what that niche desires and create a product to fill that desire.

Best wishes

Neil

Neil Stafford is editor and publisher of the Internet Marketing Review Newsletter. This is a PRINTED Newsletter with over 1200 members. To receive Neil's FREE ezine that will help you increase your online sales and profits simply send an email with your first name to [mkp@internetmarketingreview.com](mailto:mkp@internetmarketingreview.com)

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WOW!

Neil, you're a genius (and this time I don't mean me!).

What you've just read is a pure GOLDMINE of information. You won't find a better step-by-step formula for product development anywhere else. And somebody reading this is going to make a fortune from it.

And if you haven't signed up for Neil Stafford's ezine then I urge you to do so now at: <http://www.internetmarketingreview.com>. It's one of the very few internet marketing newsletters that I actually subscribe to.

## CHAPTER FIVE

# Magical Marketing Methods!



**Hot Resource!**

“The Ultimate Information Entrepreneur Success Package”

**Discover the Secrets to Information Product Riches. Incredible system gives you the exact techniques you need to develop tons of ideas for hot selling information products you can develop in 7 days or less.**

**Get the truth about super successful info product marketers first hand. Be on your way to profits in less than 60-minutes...**

Visit → [www.infoproductcreator.com](http://www.infoproductcreator.com)

## Magical Marketing Methods

I hope you've enjoyed this eBook so far but most importantly, I hope you've actually taken something useful from it. As I've mentioned before, it's all too easy to download free eBooks and then not get round to reading them.

But I'll forgive you! We simply don't have time to read everything. I've got tons of eBooks on my hard drive that I haven't read yet. But I do try and pick out the ones that I think will be of value to me. I either read them straightaway or print them off to refer to later.

It is my sincere wish that you actually read this eBook and then print it off and save it to your hard drive for at least a second reading. You see if you don't read this eBook at least two or three times then **you're making a statement to yourself that you're not really serious about this.**

You'll still be trying to sell other people's products a year down the line and making THEM rich instead of YOU. Heck, when I buy a new tape set or course I listen to it or read it at least FIVE times! You have to, to let the information really sink in. And what's more, whenever I go over the material again – I find new profit producing ideas.

And besides, when you do actually come to create your own product; you'll think about this eBook and curse yourself for deleting it!

Right let's get down to it. Before we begin this lesson I want to tell you what I'm NOT going to cover.

I'm not going to go into how to create web sites and pop-ups. I'm not going to show you how to set up auto responders. I'm not going to tell you how to buy 'key words' and where to place ads on the net. I'm not going to tell you how to generate traffic.

That ground has already been well-trodden by other internet marketers. If you want to be an internet success story then you need to go out and learn this stuff. And there's some excellent information out there. But it's not what this eBook is about.

One thing I will say though is please, please, PLEASE make sure that you only learn from those who "walk the talk". There are a lot of people out there selling their own "Get Rich on the Internet" products - who've never made a red cent from it in their entire lives!

The Insider Secrets to Marketing Your Business on the Internet -- Learn from the best. The author of this site, Corey Rudl gets over 6 million visitors to his web sites yearly,

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does 6.6 million dollars in sales online each year (yes, that is \$6,600,000), and personally makes hundreds of thousands of dollars from his online businesses... all from his one small office.

So listen to what he has to say as he knows what he is talking about when it comes to starting and promoting a business on the Internet. He reveals all his unconventional tips, trick and techniques with examples so you can learn the most efficient and fastest ways to make money on the Internet. I highly recommend it.  
Visit → <http://www.marketingtips.com>

Right. Onwards. I'm now going to give you a few tips on...

### Writing Killer Copy!

One of the most important things to do is make sure that you have good copy on your sales letter or website. Don't get bogged down with the technical aspect of all this internet stuff. You need sales. They are the lifeblood of your business and to get sales you need compelling copy on your webpage or sales letter.

You see here's the formula for internet success:

**PRODUCT + LETTER + TRAFFIC = MONEY!**

We've covered the 'product' part. And as we discussed the traffic part can be learned elsewhere. So here are a few hot tips and great resources for getting killer copy on your site or sales letter and increasing your sales dramatically.

Listen carefully :)

### TIP #1: Killer Copy "How To" Resources

Here are my five top, top resources for learning how to craft killer copy:

#### Hot Resource #1: "The Gary Halbert Letter"

Go over right now to: <http://thegaryhalbertletter.com>. And get onto Gary Halbert's newsletter announcement list. Then ruthlessly go through his newsletter archives and print off every single issue he's ever written on writing copy. Amazingly it's all free.

If you don't know who Gary Halbert is then trust me on this one. Just read every one of his newsletters on writing copy and it'll soon become apparent why I'm asking you to do this.

**Hot Resource #2: "Scientific Advertising"**

The great Advertising man, David Ogilvy, once said:

"Nobody, at any level, should be allowed to have anything to do with advertising until he has read this book seven times"

He was talking about the classic Scientific Advertising by Claude Hopkins. Here's where you can download a free copy of that classic:

Visit → <http://www.scientificadvertising.com/>

**Hot Resource #3: "Webvertising"**

FREE BONUS!!! For reaching this far I want to give you a FREE copy of Webvertising by Terry Dean: How to write copy for the internet.

To download it click here →

<http://www.webvertising.com>

**Hot Resource #4: "The Golden Mailbox"**

If you're really serious about this then grab your copy of the Golden Mailbox by Stuart Goldsmith & Ted Nicholas.

Stuart and Ted are arguably two of the greatest copywriters on the planet and have sold tens of millions of dollars worth of products through their powerful copy. In the Golden Mailbox they walk you through their own powerful copywriting methods step-by-step, as well as teaching you the real secrets to running your own mail order and direct mail business.

Visit → <http://www.thegoldenmailbox.com>

Find out how you can earn 50% on each sale of the Golden Mailbox:

Visit → [www.gmaffiliate.com](http://www.gmaffiliate.com)

### Hot Resource #5: "Amazing Ad Copy Secrets"

"Amazing Ad Copy Secrets" by Marlon Sanders

Another highly recommended product from Marlon. He teaches you his step-by-step formula for crafting drop dead, killer ad copy.

Visit → <http://www.salescopy.com>

### TIP #3: Become A Swiper!

Every single successful direct marketer, copywriter & internet guru keeps a 'swipe file'. You need to keep every single sales letter that gets mailed to your house, in a ring-binder.

Get on the mailing list of several direct response companies, like Nightingale Connant, Agora and Fleetstreet. Keep an eye out for those adverts in the nationals that are there week in, week out and send off for details. When a big named guru sends you an email - copy and paste it into a word document and study it. Do the same for the copy on their websites.

Why do all this? Because this will be **the single best, up-to-the-minute FREE lesson in copywriting that you'll ever come across**. This is copy written by the expert's that is out there working - MAKING MONEY. That's why we're doing this, remember?

When you come to write your own copy you'll be able to refer to your swipe file for 'inspiration' and great ideas. And importantly you'll be able to compare your own copy with the copy in your swipe file.

### TIP #4: Instant Killer Copy

If you don't want to learn how to write killer copy (and let's face it, most of us simply don't have the time to learn how to do it), Then you can pay someone else to do it at a cost of about \$5,000 plus a percentage of the sales. Or... you can do what I do and get a great programme like "Push Button Letters"

Visit → <http://www.pushbuttonletters.com>

You simply fill in the blanks, click a button and out pops a new sales letter. Works like magic!

### TIP #5: Go Offline to Boost Your Online Sales

Nowadays top marketers are also marketing their info-products in OFFLINE media with the intention of driving people to their website to order.

So, find out what's working and consider placing your own small classified ads in newspapers and magazines to drive traffic to your website.

You'll be amazed at the results!

### TIP #6: Find Super Affiliates

A super affiliate is someone who will sell 100 of your products while the average affiliate will sell 1. You've probably heard of the 80/20 rule? Well this is the same principle: 80% of your sales will come from 20% of your affiliates?

You need to seek out these super affiliates, start building relationships with them and **get them interested in your product**. You see only a small percentage of all your affiliates will actually bother to promote your product. The ones that do are usually the super affiliates.

You'll also find that super affiliates are always looking for hot new products to promote.

### TIP #7: The Magic of Joint Ventures

I talked about this in detail in chapter one. So all I'll say here is just make sure that JV's are one of your main strategies for marketing your information products.

Put together a good JV and you'll be blown away by the results!

I hope you found some of these tips and resources useful. Every info publisher has an arsenal of top resources they use on a regular basis. I've just shared mine here and I urge you to make use of them.

## CHAPTER SIX

### Hot Tips!



#### Hot Resource!

#### "7-Day eBook"

Learn How to write and publish your own **OUTRAGEOUSLY Profitable eBook** in as little as 7 days...

...even if you can't write, can't type, and failed high school English class!

Visit → <http://www.7dayebook.com>

## Hot Tips to Get You on Your Way!

I hope you've enjoyed this eBook so far and I hope you've taken value from it. Most of all I hope you plan to take ACTION with all the knowledge I've shared here.

Action is the key. In six months time you could be making BIG money with your own info products. All running on auto-pilot; filling your bank account with money as regular as clockwork. Or, in six months time you could still be in the same position as you are now.

Your choice.

And if you haven't realised by now that you need to be creating your own products then, I'm sorry but there's no hope for you. You don't have to go off and write a 500 page manual. That's not what I mean. And the techniques I've already shared prove that. Just start out small and save the big projects for when you've had some small successes.

Anyway, I wanted to finish off this eBook with a few hot tips to get you on your way...

### HOT TIP #1: eBook Formats

There's a lot of talk about using .EXE (Self-Executing) Vs PDF (Adobe) to create your eBook in for sale online. Now if either of these formats means nothing to you - don't worry. It's simply a recognised format for putting eBooks into to enable people to read them. I definitely prefer to use PDF to create my eBooks because it's so simple to use. This eBook is in PDF.

And a big benefit is that both PC and Mac users can purchase your products. You see, with .EXE only PC users can read them. Apparently Mac users make up 10%-15% of internet users so it's well worthwhile producing a product in a format that they can read too. PDF does that.

But don't buy any PDF creation tools yet (The Adobe Distiller costs over \$250!). Here's the tool I used to create this eBook. It's free and easy to use:

Visit → <http://www.pdf995.com>

Then download **Pdf995** and **PdfEdit995**.

'Pdf995' enables you to write your document in Word and then convert it into PDF.

'PdfEdit995' enables you to then go through your PDF document and make any links you've placed in it 'live' (your affiliate links for example).

The only thing this program does (and the reason it's free) is that when you open it up for use, it automatically opens your web browser and displays an advert there. But hey, if it's saving me \$250+ - I can live with that!

There you go. If you do nothing else with this eBook, I've at least saved you some money!

### HOT TIP #2: Don't Be A Perfectionist!

One of the most frequent and biggest mistakes people make is to spend **far too much time producing their info product**. And I know because I've done this myself.

There are people who quite literally spend not months but YEARS producing a single product! They try to be perfect. It almost becomes an obsession. They write and re-write each line over and over again. They add a little bit in here. Take a bit out there. They change this graphic, retake that photo and so on and so on.

By the time it's actually finished they could have made their money, sold the licences to it and moved onto the next profitable project. Or perhaps more importantly they could have discovered that it didn't work and moved on to their next project.

Listen, no-one but no-one produces a one hundred percent perfect product first time. You need to aim for an ACCEPTABLE product. Nothing more. Nothing less. If you try to be perfect first time round then IT WILL NEVER GET FINISHED!

Remember, you can always change bits and update it later when you KNOW that it's selling. Then of course you can offer the updated version to the people who purchased the first version.

Depending on your own personal circumstances and how much spare time you have I would say aim to have your first product finished within 2 to 4 weeks. When you have some experience you can start on the big projects.

All big players, me included have half-finished products they started on that just took too long to complete. So they didn't bother finishing it! Me personally, I've been writing a home study course for the last 6 months! I've just got too many things going on to sit down and actually finish it.

### HOT TIP #3: Creating Covers and Boxes

Did you know that by creating and showing a report cover or box for your product you can increase your online sales significantly? This especially applies to information products (books, courses, software, CDs, etc.) Here's the secret to creating instant respect for your products, along with the tool to do it with.

When you see a box cover it makes the product seem substantial, like it's a real product. Seeing an image of the book or box cover builds instant credibility. So for any kind of information product on your site, you can increase the credibility and desire for the product by including an image of it. But the image has to look good. Or it can do you more harm than good.

Here is a software tool designed specifically for creating professional looking eBook and ebox covers. I bought the product, and was delighted to discover that it is easy to learn, easy to use, and it creates great looking eBook and ebox covers quickly. It took me less than 10 minutes to create the high quality eBook cover for this eBook.

See for yourself at the top of this report.

The program works. But it's not free. But for me, it was money well spent. I've already created several eBook covers, and the results speak for themselves.

In my opinion, the quality of the results compares with those produced by eBook cover creation services that charge \$125+ or more to create a single cover.

If you want to be able to quickly create professional eBook or ebox covers in several easy steps, and want to increase your sales by as much as 50%, then I highly recommend you invest in this tool:

Visit → <http://www.ecovergenerator.com>

### HOT TIP #4: Never Miss Opportunities to Build Your List

If you're an internet marketer you should know how valuable your opt-in list is. So when you give away a free eBook then make sure you allow YOUR subscribers to give it away to THEIR subscribers. Then make sure that you have a way to collect their subscriber's names and email addresses.

How do you do this?

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Simple! On the first page of the eBook make sure that you giveaway another free bonus for all readers. Get them to click on the link for this “extra free bonus” which then takes them to your page which then makes them insert their name and email address in order to get their extra free bonus. Works a treat!

Then when you decide to create your ‘advanced’ version of the free report – guess who you contact?!

Of course this method also applies if you sell the rights to your eBooks. Make sure you give other peoples customers an incentive to link back to you.

Another advantage of eBooks is that you subtly lace it throughout with your own affiliate links so that you’re constantly making money on the back-end.

### Final Note

You’ve been given ton of hot, proven and profitable information throughout this eBook. Information that you’d be hard pressed to find anywhere else.

The choice is now yours. You can keep this information and do nothing with it. Or you can take the path of the super successful marketers and begin creating your own unique information products.

Instead of accepting the piffling 20%, 30% or 50% share of the profits. You’ll be making 100% of the profits. Believe me; this makes a HUGE difference to your lifestyle! Don’t forget, as well as all this you’re also branding yourself; creating a good name and reputation in the process.

Let’s get some fresh new stuff out there. I don’t know about you but I get kinda bored seeing the same old products being promoted by the same old people (the super affiliates?). Let’s give them some new products to promote and let’s make some serious money in the process.

Oh and don’t forget to take a good long look at those hot resources I’ve been giving you with each lesson. They contain absolutely every vital step you need to take and will save you years and years of “figuring it all out”. Not to mention the massive profits you’ll make by following their advice.

### Rights to This eBook

You now have the right to giveaway this eBook to your subscribers and customers by giving them the link below.

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Let's help each other out here. I get my name and reputation enhanced and hopefully a few new subscribers into the bargain. And you get a free product to add as a bonus to your existing products or as a way to entice new subscribers to join your ezine.

I'm sure you'll agree that this isn't just another "internet marketing" eBook. This eBook will teach your customers and subscribers how to make big money creating and marketing their own information products. And they'll thank you dearly for it!

Here's the link to give to your subscribers to download this eBook:

Visit → <http://www.productdevelopersecrets.com/download12a.htm>

Finally, I want to thank you for staying with me throughout this eBook. There's been a lot to take in I'm sure you'll agree. But as I've already said you've proven beyond doubt that you have what it takes to become a successful and wealthy Info Entrepreneur (or 'Infopreneur').

I wish you every success in your product development endeavours. We shall stay in touch through my twice monthly PDS ezine... oh and don't forget to send me your success stories and a complimentary copy of your best-selling info-product!

Your friend,

*Neil Maxwell-Keys*

**Neil Maxwell-Keys**

[neil@productdevelopersecrets.com](mailto:neil@productdevelopersecrets.com)

<http://www.productdevelopersecrets.com>

P.S. Throughout this eBook, I've concentrated mainly on internet marketing. But rest assured that these "product development" tips, techniques and strategies can be adapted and applied to offline marketing such as direct mail and mail order.

If you're looking to take this route then I highly recommend you grab a copy of The Golden Mailbox:

Visit → <http://www.thegoldenmailbox.com>

P.P.S. If you haven't yet signed up to my twice monthly newsletter PDS (Product Developer Secrets) then send a blank email now to: [pds@aweber.com](mailto:pds@aweber.com)