



# **PRODUCT CREATION SUCCESS**

**10 KEYS TO CREATING INTERNET MARKETING  
PRODUCTS FOR MAXIMUM TRAFFIC & PROFITS**



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# Table of Contents

<b>Introduction .....</b>	<b>5</b>
What You'll Get Out of This Guide.....	6
Who is This Guide For? .....	7
Why Launch a Digital Product?.....	8
Types of Digital Products You Can Start Creating.....	10
To Go DIY Or Outsource? .....	13
 <b>Chapter 1: The Bare Essentials You'll Need to Run a Digital Product Business ...</b>	<b>15</b>
Domain Name and Web Hosting .....	15
Payment Processor.....	18
Product Management System.....	19
How to Choose the Right Product Management System .....	21
 <b>Chapter 2: How to Create Your Own Hot-Selling Ebook .....</b>	<b>26</b>
The Basics .....	26
'Gather and Compile' .....	28
What to Write About?.....	28
How To Research For Hot Topics.....	29
Types of Ebook You Can Create .....	34
Creating Your Ebook.....	35
Put In The 'WOW Factor' .....	36
Production Values And Creating An Experience For Your Readers.....	37
 <b>Chapter 3: How to Create Software .....</b>	<b>39</b>
Types of Software You Can Create .....	39
Outsourcing Your Software.....	40
Communication and Handling of the Project.....	41
How To Create A Wireframe For Your Software.....	42

<b>Chapter 4: How to Create a Video Course .....</b>	<b>46</b>
Tools, Resources And Equipment You'll Need .....	46
What Kind of Videos Can You Shoot? .....	51
7 Best Tips For Creating Your Video Course.....	52
Uploading Your Videos .....	53
Optimize Your Video Details To Attract Traffic .....	55
<b>Chapter 5: Creating Your Offer .....</b>	<b>56</b>
Copywriting And Persuasive Writing Basics .....	56
Sales Page Design .....	57
Page Design Tools.....	61
Pricing Your Product: How Much? .....	63
<b>Chapter 6: How to Add Your Product in JVZoo.....</b>	<b>64</b>
<b>Chapter 7: Ready, Set, Launch! .....</b>	<b>69</b>
The Pre-Launch Phase: How To Build Buzz Around Your Product .....	69
A Quick Checklist Prior To Your Launch.....	71
The Launch Phase: Liftoff! .....	72
Post Launch Phase: Continue Growing Your Business .....	72
<b>Conclusion.....</b>	<b>75</b>

# Introduction

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Hello there and congratulations on purchasing this eBook! Congratulations are most certainly in order as you have just made a decision that could help you begin earning a huge supplementary and passive income to make life that little bit easier.

In fact, if everything goes to plan, you may even be able to replace your current income entirely with this new business venture and begin enjoying truly passive revenue while at the same time achieving complete financial freedom.

Sounds too good to be true? Well maybe it does but nevertheless it's something that happens for countless internet marketers on a regular basis. Thousands of people have managed to make huge amounts of money using this strategy – this is a tried and tested method that's entirely easy to replicate and almost fool-proof.

And what is this strategy exactly? It's the creation and sale of digital products of course (the title probably gave it away). And throughout the course of this book we're going to go over all the details and steps to help you set up just such a business. Selling digital products is easy when you know how, it's something that everyone can do and it's proven to work.

Once you give it a go and get a taste for truly passive income, no doubt you're going to be hooked. And that's when everything can start to change. So make yourself a cup of coffee, sit down somewhere comfortable and get ready for your life to start changing...

## **What You'll Get Out of This Guide**

Throughout the course of this book, we're going to go through every stage involved in the creation and sale of digital products. In particular we're going to focus heavily on how you actually go about launching your product and generating huge sales for it once you have the idea using tools like JVZoo. As you'll see, creating digital products is actually very easy – it's just turning them into massive hits that's a little more challenging.

By the end of this book, you should:

- Have an idea for the type of digital product you want to create and what the strengths and weaknesses of each option are
- Understand what makes digital products sell and how you need to design your creation in such a way that people will be eager to buy it
- Know how to quickly and cost effectively create the type of digital product you want

- Be able to create checkout pages, landing pages and sales funnels
- Be skilled in writing highly persuasive copy that drives massive sales
- Know how to alter things like price, cover image and more in order to optimize your sales
- Understand how to drive more traffic to your landing page using SEO, PPC, e-mail marketing and social media
- Understand affiliate schemes and tools like JVZoo, ClickBank and WSO Pro
- Know how to build an army of affiliate marketers who can drastically increase your sales and profits

## **Who is This Guide For?**

This guide is for anyone who wants to create their own digital product and start making money while they sleep. In many cases, the people reading this will be prospective digital marketers who want to make the most money possible while not investing huge amounts of time, or capital up-front.

But really anyone can benefit from this strategy. If you're currently working a 9-5 job, then this is something you can easily do in a few evenings a week in order to generate a huge supplementary income on top of what you're already earning.

Alternatively, this book will also be suitable for business owners currently selling physical products. Why not add a digital product to your repertoire which can help you to add another revenue stream that can be re-invested into inventory?

## Why Launch a Digital Product?



Before we get into the nitty gritty of how to go about creating and launching digital products, let's first take a look at why you should be doing this in the first place. What's so great about a digital product anyway?

The obvious answer is that a digital product is something you can sell with zero overheads. It will take a little time and perhaps some up-front investment in order to actually create your product but from there you'll then be able to generate income without having to reinvest anything. Unlike selling physical products, there's no need to invest in inventory and stock or in manufacturing and material costs.

You don't even pay for delivery! Apart from a couple of fees (such as PayPal fees), the money you generate from digital products is almost 100% profit. And what this also means is that when you don't sell anything, it doesn't cost you anything.



There's zero risk here. In the best case scenario you will earn huge amounts of money while you sleep and potentially be able to quit your day job and buy that yacht. In the worst case scenario, you'll occasionally get the odd \$50 that you can spend on a nice meal without feeling guilty.

Furthermore, because there's no risk and no cost involved in building digital products, there's no reason that you can't build 50 of them. This then completely removes the 'luck' aspect and means that as long as you have the time to invest, you can pretty much guarantee that you're going to succeed. Is your ebook or app only selling a copy every week? Fine – then make seven and you now have at least one sale each week. Chances are though that with seven ebooks, one of them will be a big hit...

What's more, once your books are on JVZoo, you'll have thousands of people trying to help you sell them. This is a huge advantage and means you aren't even putting in the work yourself in order to do the marketing. Even that is auto generated!

Hopefully you're now starting to see what an amazing opportunity this really is and how perfect a business model too. This is an amazing opportunity and really it's right there for the taking. The only reason that more people aren't taking advantage is either that they don't know about it or they don't realize how hard it really is to fail.

## Types of Digital Products You Can Start Creating

Are you stoked yet? Great! Now let's stop flapping our gums and look at what digital products are actually out there for you to create and sell. This is the first decision you'll make and it's going to have a big impact on how your business runs moving forward.

A digital product is of course anything you can sell that has no 'physical' element. Each option has its own strengths and weaknesses and will be more or less suited to particular types of people. Here are each of the main categories and their pros and cons...

### Ebooks



When you say 'digital product', ebooks are the first thing that will come to mind for many people. This is the prototypical digital product and it has many advantages over other options. For starters, ebooks are particularly easy to make. All this really is a Word document that's converted to a PDF with some images and fancy formatting. If you can write or you can afford to hire a writer, you can create an ebook.

What's more, because ebooks usually contain actionable information and advice, they are actually very easy to sell. Ebooks promise to make our lives better by helping us to get richer, smarter or fitter, or by teaching specific skills. This gives them a very clear 'value proposition' and a great emotional hook – a fitness ebook is easy to sell as long as you focus on the fact that it's going to make your readers succeed with the opposite sex, feel confident and energetic and look amazing. Who wouldn't want that for \$30?

On the downside, there are a lot of ebooks out there which means you'll be going up against tough competition in a saturated marketplace. Unfortunately, the quality of ebooks can vary greatly which means some buyers aren't all that trusting of them.

Finally, to be successful an ebook really needs to offer something genuinely useful and new. If you have a skill, then selling an ebook is great. If you have some unique experience, then again ebooks are easy. If you lack those things though, then you might struggle to fill all those pages.

## **Software**

Software lies at the other end of the spectrum compared with ebooks. Unlike ebooks, software is not 'easy' to create and will generally require at least a fair amount of technical knowledge. There are 'app building' programs out there but none of them will give you the control you need to build something really unique, powerful and functional.

On the other hand though, creating software means fulfilling a specific function that people will be looking for. And if you come up with something new and fulfill a need/niche in the market, you can potentially be the first to market with something new and thus have no competition. You'll also find it's easier to generate buzz and media coverage for software versus yet another ebook.

The drawback with software is that it tends to involve a bit more work on your part. Other than the initial challenge of coming up with an idea and actually creating the code, you'll then have to provide ongoing support for those with technical issues as well as creating regular updates to keep up with the competition.

Software can broadly be split into lots of categories – from desktop software, to apps, to computer games. Again, each of them has specific advantages and disadvantages.

## Courses and Video Tutorials



In between software and ebooks are courses and video tutorials. These basically fulfill the same function as ebooks but in a slightly different way.

Selling a course can mean lots of different things. It will often mean an email sequence that teaches lessons to the recipients on a regular basis. Alternatively though it could be a series of videos that can be downloaded

or it can be a large package containing lots of types of media. Some courses include videos, documents, ebooks, graphics, software and more which all combine to provide a multimedia experience.

These sorts of courses take longer to create but provide more value, meaning that you can sell them for more. That higher price tag will be a little off-putting for some people though, so you'll need to have established some authority already in your niche and you'll need a high quality website that is capable of really selling you as a consummate professional.

Of course there are many more different types of product out there to create and sell, but these three categories will cover the majority of options that beginners would be interested in. This is a great place to start and especially for your first product.

Just in case though, here are a few other examples of digital products:

- Graphics, website templates and pictures
- Films
- Music
- Web apps
- Subscriptions
- Private memberships
- WordPress plugins
- Artwork

## **To Go DIY Or Outsource?**

To create a product of your own you have three choices. One is to create the product yourself, which is probably the best route to go down if you can because it means you'll be able to take tight control over its creation and that way offer something genuinely new and interesting. Of course this

takes the most time and skill though and not everyone will have the means necessary.

Option number two then, is to outsource the creation of your product. This might mean hiring a coder to create some software for you, or a writer to write your book. This means investing some capital upfront but you might be surprised at how affordably you can get good service for. You'll lose some control this way but you'll still ultimately remain in charge of the creative direction and you'll be able to make changes as you go along.

Finally, the third option is to simply buy the rights such as private label rights and resell rights products. This is the quickest way to get going but means you'll most likely compete with others selling the same product.

As creating your own product is the best option, that's what we're going to be focusing on in this book. In subsequent chapters we'll look in more detail at how to create each product and how to get it to really sell.

Now it's time to get practical!

# Chapter 1: The Bare Essentials You'll Need to Run a Digital Product Business

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Now you've decided that you want to launch a digital product business and you know what type of digital product you're going to sell, the next thing is to get started towards that goal!

To begin with, this will mean acquiring various resources and building the infrastructure that you will need to start selling products. In this chapter we'll go over the bare essentials needed to begin. You can think of this bit like the 'you will need' section in a recipe...

## **Domain Name and Web Hosting**

Next you need a domain name and web hosting. These are the basic elements necessary to begin building a website. Web hosting means space

on a server to upload files so that they can be seen by users connected to the web. Your domain name meanwhile is the URL that will direct people to that site.

At this point you will have a few choices to make. With regards to your domain name, you'll want to choose something catchy, memorable and professional. Shorter is usually better as it provides more easy marketing opportunities. You should also keep the URL relevant to your niche (the topic of your book/course/software) which will help you when it comes to SEO (search engine optimization). You also need to choose whether to go for a '.com', '.net', '.org' or other TLD (top level domain). Here it's usually best to choose '.com' as it's professional, memorable and pretty much the 'standard'.

If you plan on selling lots of products then you might want a more generic name (such as 'infoproductstore.com'), whereas if you are creating the site to sell a single product you can be a bit more specific ('buildmuscleinfo.com'). Do keep in mind that whatever you choose you are going to be limited by availability. URLs must be unique so you can forget any hope of getting 'ebooks.com' unless you're willing to find the owner and pay them through the nose!

To register for a domain name, I recommend NameCheap – [www.namecheap.com](http://www.namecheap.com)





In terms of hosting, you need to choose a provider and a type of account. Hosting packages vary in a number of ways which affects the number of visitors you can have on your site at once, how backed up your files are and how many files you can store without running out of space. Different companies also come with different reputations with regards to their reliability, customer service and other factors.

One of the best known hosting providers out there is Bluehost ([www.bluehost.com](http://www.bluehost.com)).



Bluehost host some of the biggest sites on the web as well as lots of smaller sites for start-ups and entrepreneurs. They have a very helpful control panel (Cpanel) which makes it easy to monitor your files, set up email accounts and install WordPress etc. Their customer service is also good and they have a number of different packages to suit every budget.

To start with, you likely won't be generating hundreds of thousands of visitors so any basic package offered by Bluehost will do. In the future you might want to consider moving to a dedicated server or a cloud hosting package, but only if you start noticing slow down etc.

## Payment Processor

A payment processor is a service that will handle transactions on your behalf. This is where people can enter their card details thus enabling you to collect payment.

You want to use a payment processor because otherwise things get very complicated and somewhat risky. Handling payments yourself means making sure that you have the very tightest encrypted security, that you meet various standards and requirements and that you are able to gain the trust of buyers handing over their details. These are all huge stumbling blocks and especially when you're just starting out. For those reasons it's much safer to choose an existing payment processor.

And the best choice of payment processor will likely be PayPal ([www.paypal.com](http://www.paypal.com)) in the vast majority of cases.



The primary reason for this is the simple fact that the vast majority of people have PayPal. Remember: you need PayPal in order to use eBay and most people already use eBay. This then means that people will be able to buy from you by simply typing in their PayPal password rather than having to enter their card details which can be a slow and nerve wracking process if you don't use the site in question often.

PayPal also has relatively low fees, great customer service and is generally very reliable. All this makes it the most simple and straightforward choice. If

you're looking to start making money fast with minimal obstacles and issues, then that's exactly what you need.

## **Product Management System**

Your product management system is the tool you're going to use to manage the sale of your products. This will help you to create a sales funnel through which you can start generating sales and cash and it will make it much easier for everything to look professional.

Product management systems also tend to come with their own built-in audiences and especially something like WSO Pro. Most importantly of all though, a tool like JVZoo will make it easy for you to use affiliates. What this means is that you'll be able to pay commission on sales to people who market your product for you.

This is an incredibly powerful ability because it means that you'll have hundreds or thousands of people helping to sell your product for you rather than just doing it on your own.

You will give away commission and pay extra fees but in return you'll exponentially increase the number of people who see your products. You can still carry on promoting your products yourself too, so that means that any additional sales you make this way will be on top of the sales you're already making yourself.

In the perfect scenario, uploading your product to a product management system and accepting affiliates could mean that a top class marketer gets behind your product and starts pushing it for you. This could then result in you earning huge amounts of cash and generating gigantic amounts of traffic without even having to do anything yourself. Not only is the product selling on its own but it's also being promoted on its own. This means that

you don't have to be an expert marketer yourself in order to generate the cash flow.

## How to Choose the Right Product Management System

When it comes to picking a product management system you have three major options. These are:



JVZoo – [www.jvzoo.com](http://www.jvzoo.com)



ClickBank – [www.clickbank.com](http://www.clickbank.com)

**Warrior+Plus**

WSO Pro – <http://warriorplus.com/wsopro>

Each of them has strengths and weaknesses and will be more or less suited to specific types of product and types of business.

Right away, let me say that JVZoo is going to be the best pick in the vast majority of situations. This option will provide you with the easiest set-up, the best tools and the most reasonable and straightforward fees. Nevertheless, let's go over each option a little more and assess the pros and cons in each case...

## **ClickBank**

ClickBank was one of the first product management systems of this type and as such is probably still the largest. It has the largest number of affiliates, as well as the biggest selection of products. This is a big advantage as it means you can potentially find more people to sell your product. ClickBank is also a very recognizable name and that will make it somewhat easier to find new affiliates as and when you want to.

On the downside though, ClickBank is rather clunky in the way it's put together. It's not a very intuitive interface and using the various features and functions is definitely easier with a tool like JVZoo. The other downside of ClickBank is that the fees are generally higher than they are for the other two. Do people make a lot of money on ClickBank still? Certainly! Is it easier to get started on JVZoo? Probably.

## **WSO Pro**

WSO Pro is a little bit different from the other two on this list. That's because it is built into a forum and only allows members of that forum to become affiliates. The forum in question is 'Warrior Forum' which is a forum

for digital marketers and webmasters (WSO stands for 'Warrior Special Offers').

Of course the fact that WSO Pro is only open to forum members is a limiting factor and means that you'll have a smaller roster of potential affiliates to help sell your product than you would do on say ClickBank. On the other hand though, the connection to Warrior Forum can also actually be seen as a strongpoint for this choice. Warrior Forum is a very large and well-known site and is filled with people who are all very keen to make money on the web. Another advantage of WSO Pro is that it gives you the option to create a reputation for yourself within the forum and then to go on to sell products with that reputation behind you to encourage more partners. The other big advantage of WSO Pro is that it actually has the lowest fees of all three platforms.

The main criticism of WSO Pro though is that it is less versatile than other platforms as a result of being built into the forum. For instance, if you wanted to build your sales funnel directly into an e-mail campaign, this would be much easier with something like JVZoo. WSO Pro offers a great chance to make money but it doesn't have quite the same potential for scaling or the same versatility as the other two.

## JVZoo

Now we come onto JVZoo which is probably the best 'all-rounder' for several reasons. Unlike WSO Pro, JVZoo gives you more versatility and isn't restricted in any way. If you use JVZoo, then you'll be able to gain access to any number of affiliates and marketers and won't be restricted to only forum members. At the same time JVZoo also has perhaps the biggest selection of tools and features and is by far the easiest to use and get set up with.

Again, what we're interested in is earning money fast with the minimal hassle and the fewest obstacles. Using JVZoo you'll be able to have your products selling in practically no time at all and you'll be able to do things like add your sales funnel straight into your email autoresponder. This means there's plenty of potential for growth and a wide variety of different marketing opportunities.

Another benefit of using JVZoo is that it gives you the opportunity to potentially get featured as a 'top pick' which means your product will be shown on the top banner of the main site for tons of affiliates to see. At the same time, the entire database of JVZoo users will be e-mailed notifying them about your product. This is an amazing opportunity and if you can get your ebook or software to that point then you've pretty much guaranteed success.

JVZoo is more feature-packed and easier to use than ClickBank or WSO Pro then. As an added bonus, it's also very affordable and has lower fees than ClickBank.

Note that when you set up a JVZoo account, your buyers will be directed to PayPal and you'll then be billed by JVZoo subsequently (rather than using their own payment system). PayPal integration is a

## **More Options**

There are other options of course. You could always go about setting up your own sales page using PayPal alone for instance but this would leave you susceptible to losing money to unauthorized downloads and would make it much harder to set up your own affiliate program. It would also look less professional than having your own sales page within JVZoo and that in turn would make it harder for you to gain the trust of your customers.



Then there are other systems like BlueSnap ([www.blusnap.com](http://www.blusnap.com) - previously known as Plimus) but that company in particular charges obscene fees and is known for its poor customer service – hence the change of name!

Another option is to sell your product through an existing platform. If you have an ebook then you can upload it to Kindle Direct Publishing completely for free and start making money from Kindle sales. Alternatively you could sell an ebook through Amazon or even eBay. Apps meanwhile tend to sell directly through various app stores such as the iTunes App Store or the Google Play Store. This way you'll get your product seen by millions of users and make it very easy for them to buy. The downside is that the items in these stores don't sell for very much (an app will go for as little as \$0.60!) and that there's a lot of competition.

The good news though is that there's nothing to stop you from adding your digital product to these stores as well. As such, the best option is probably to sell your product in multiple stores and to experiment with various types of sales and various types of product.

This is for further down the line though. For now, the best place to start is with JVZoo which will make it as easy as possible to get set up and started and which will offer lots of great marketing opportunities going forward.

## Chapter 2: How to Create Your Own Hot-Selling Ebook

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As mentioned earlier, ebooks are perhaps the most popular option for beginners when looking into digital products. They're very easy to create, they provide great value to the reader and they are versatile in terms of the different ways you can sell them.

So how do you get started with your own ebook?

### **The Basics**

When someone buys an ebook, what do they expect? Normally an eBook is:

- A PDF document
- Well formatted
- Well written with multiple sections and chapters

- Information to be packed with valuable content

If your ebook fulfills at least those criteria, then your buyers shouldn't be disappointed.

To make your ebook you will either write it yourself, pay a writer, or buy the rights to a book you can then sell.

If you opt for the second choice, how do you go about finding someone to write your book?

One option is to ask friends and even Facebook contacts. Chances are that you must know someone who is good at writing and often they will be happy to share their skill for a little cash. If you provide them with the structure and the details, they can then turn this into a fully-fledged book.

If you don't know anyone who is willing to write your book for you, then you have a few other options. One is to look for a content agency. There are many such companies on the web and a quick Google search should usually help you to discover at least a few of them. Finally, you might instead choose to look for a freelancer directly.

You can find these on the aforementioned Warrior Forum, as well as the similar marketing forum 'Digital Point'. Alternatively you can use specific freelancer sites like oDesk ([www.odesk.com](http://www.odesk.com)), Elance ([www.elance.com](http://www.elance.com)) or People Per Hour ([www.peopleperhour.com](http://www.peopleperhour.com)). You normally shouldn't expect to spend more than \$2-\$5 per hundred words meaning that the cost of developing your ebook will be between \$200-\$500. You do get what you pay for to an extent though and you should always be sure to get a sample article from your writers before you go ahead. If English isn't your first language, then get someone fluent to check it over for you.

## **'Gather and Compile'**

A fourth option that we didn't cover earlier when it comes to getting your content is to make it a compilation of content from doing a simple Q&A style with experts in your niche. Have a list of questions and send it to those who you would like answers from and compile all into one ebook.

Another option is to use content that you already own – if you run a blog for instance then you can compile all your best posts. Chances are that 99.999% of readers won't have seen your whole blog and if you add a few unique chapters in then you'll be fine.

## **What to Write About?**

The biggest decision of all when it comes to creating an ebook is deciding on what it will be about and what you're going to write/pay for. The key here is to provide valuable information so that people are willing to pay for it and so that you can tout a real 'value proposition' and tug on those emotional strings.

They say that 'everyone has a book in them' and this is actually just as true for ebooks and informational products as it is for fiction novels. Just because you aren't an expert in physical fitness or in making money online, that doesn't mean you can't sell an ebook.

Instead, ask yourself what you are an expert in. It may be that you consider yourself to be one of the best at whatever job it is you do. In that case, this will be the perfect choice for your book. If you do stage lighting then your ebook can very well be about stage lighting. If you're a plumber, then make your book on 'how to set up a plumbing business'.

You might think that these topics are pretty niche and pretty specialist but actually that's a big advantage in many ways as it means you'll have less competition to go against. This means you'll find it easier to use PPC (pay per click) advertising and there will probably be affiliates out there who have their own plumbing website and would love to earn some extra cash by selling an affiliate product from it!

Fitness is a great topic but you'll be going up against tough competition. A slightly more specific niche on the other hand will allow you to be a 'big fish' in a small pond. Even if you aren't writing the ebook yourself, choosing an industry or niche you're familiar with will make it easier for you to market your product and it will make it easier to find the best routes to market.

The only thing you must ask yourself when trying to assess whether or not your topic is suitable, is whether you are going to be able to sell it. Is there an audience out there who will really benefit from what you're selling? Are you offering something new? And most importantly of all – would you buy it if you weren't the one writing it?

## **How To Research For Hot Topics**

If you're still struggling for ideas on what to write and you're still unsure whether your idea is a good one, then it can often be a good idea to do some background research.

One way to do this is to take a look at the top sellers on JVZoo. You can find those at: [www.jvzoo.com/products/topsellers](http://www.jvzoo.com/products/topsellers).



By looking at these you can get a feel for the kind of thing that sells well. What you'll probably notice is that a lot of these products focus on making money or running online businesses. The reason these are so successful is because people are more willing to spend money when they believe they're going to make that money back. At the same time, making money is something that gives people a very clear 'value proposition' and is an easy sell.

If you want to do something along these lines then you can compete directly by creating another 'make money product' and in likelihood you'll find there's a big audience there waiting.

Alternatively, you might choose instead to try something completely different in order to stand out. Going the route of selling a book about a specific industry is also a good option because it is niche while still promising to help buyers make cash.

Another great way to is browse to Amazon's best selling books in a category of your choice.

You can go directly there here:

<http://www.amazon.com/best-sellers-books-Amazon/zgbs/books>

Take a look at the sheer amount of catergories available to view:

## **Books**

Arts & Photography (1,421,073)  
Biographies &  
Memoirs (520,166)  
Business & Money (1,956,753)  
Calendars (204,052)  
Children's Books (1,321,647)  
Christian Books &  
Bibles (704,613)  
Comics & Graphic  
Novels (381,797)  
Computers &  
Technology (436,298)  
Cookbooks, Food &  
Wine (202,597)  
Crafts, Hobbies &  
Home (442,640)  
Education & Teaching (839,049)  
Engineering &  
Transportation (749,548)  
Gay & Lesbian (87,636)  
Health, Fitness &  
Dieting (668,604)  
History (3,554,287)  
Humor &  
Entertainment (627,100)  
Law (566,589)  
Literature & Fiction (3,065,871)  
Medical Books (789,900)  
Mystery, Thriller &  
Suspense (304,780)  
Parenting &  
Relationships (178,179)  
Politics & Social  
Sciences (1,637,354)  
Reference (4,124,862)  
Religion &  
Spirituality (1,357,048)  
Romance (587,921)  
Science & Math (1,539,360)  
Science Fiction &  
Fantasy (345,760)  
Self-Help (339,161)  
Sports & Outdoors (265,606)  
Teen & Young Adult (219,740)  
Travel (425,681)



Selecting a category will then bring up sub-categories:

**Business & Money**

Accounting (74,893)  
Biography & History (42,693)  
Business Culture (26,463)  
Economics (983,516)  
Education & Reference (44,991)  
Finance (48,884)  
Human Resources (51,263)  
Industries (97,840)  
Insurance (26,339)  
International (284,211)  
Investing (36,403)  
Job Hunting & Careers (47,995)  
Management &  
Leadership (443,835)  
Marketing & Sales (232,470)  
Personal Finance (33,514)  
Processes &  
Infrastructure (78,063)  
Real Estate (27,211)  
Skills (69,940)  
Small Business &  
Entrepreneurship (60,615)  
Taxation (12,040)  
Women & Business (2,863)

You'll then be able to view Amazon's Best Sellers:

## Amazon Best Sellers

Our most popular products based on sales. Updated hourly.

< Any Department

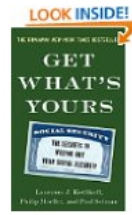
< Books

Best Sellers in **Business & Money**

### Business & Money

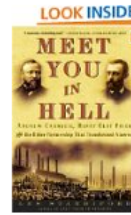
Accounting  
Biography & History  
Business Culture  
Economics  
Education & Reference  
Finance  
Human Resources  
Industries  
Insurance  
International  
Investing  
Job Hunting & Careers  
Management & Leadership  
Marketing & Sales  
Personal Finance  
Processes & Infrastructure  
Real Estate  
Skills  
Small Business & Entrepreneurship  
Taxation  
Women & Business

1.



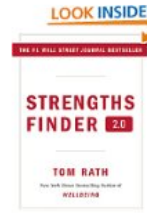
**Get What's Yours: The Secrets to Max...**  
by Paul Solman  
★★★★☆ (115)  
Hardcover  
**\$12.40**  
58 used & new from **\$9.57**

2. ↑



**Meet You in Hell: Andrew Carnegie, He...**  
by Les Standiford  
★★★★☆ (60)  
Kindle Edition  
**\$1.99**

3.



**StrengthsFinder 2.0**  
by Tom Rath  
★★★★☆ (1,948)  
Hardcover  
**\$12.20**  
1635 used & new from **\$0.01**

4. ↑



5. ↓



6. ↓



## Types of Ebook You Can Create

As well as making sure your product is on the right subject, you should also think about the structure of your book and what its objective is. Options for instance include:

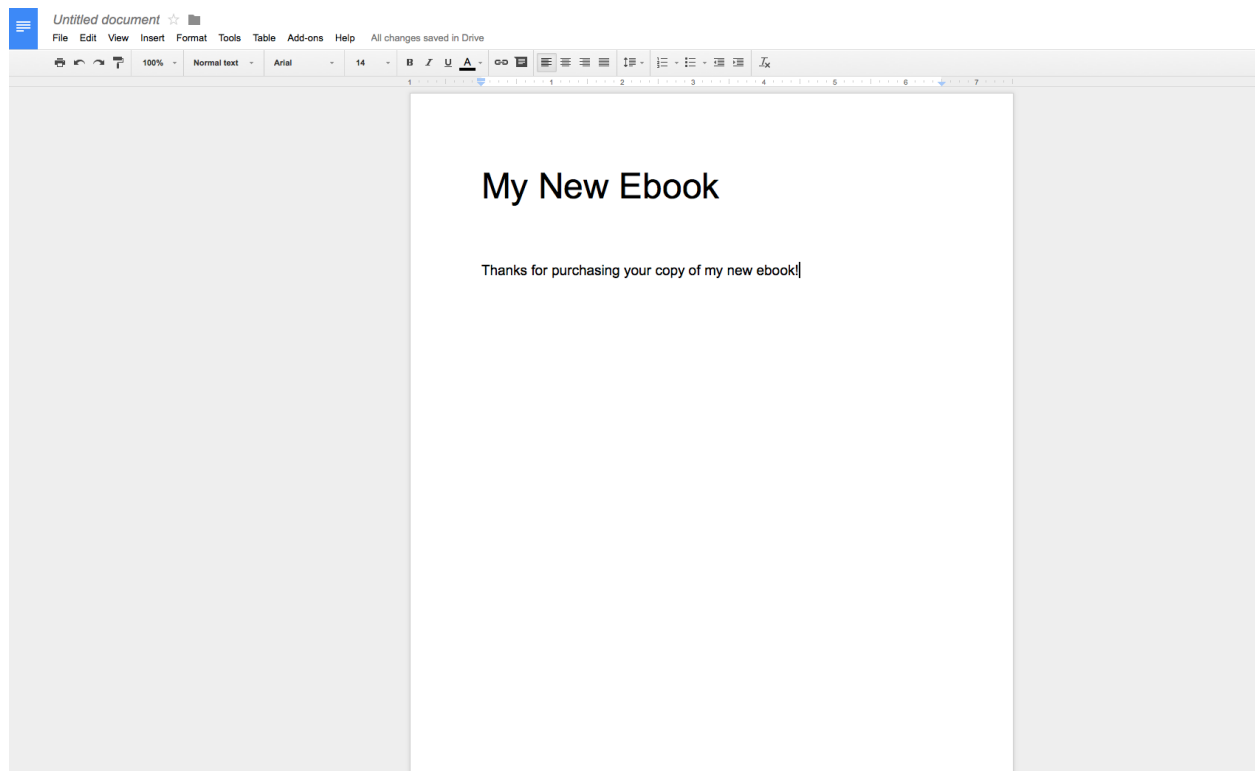
- How-tos
- Reports
- Cheat sheets
- Blueprints
- Manuscripts

Think about how you're going to structure your book and how it's going to deliver on the promise that you cite in your title.

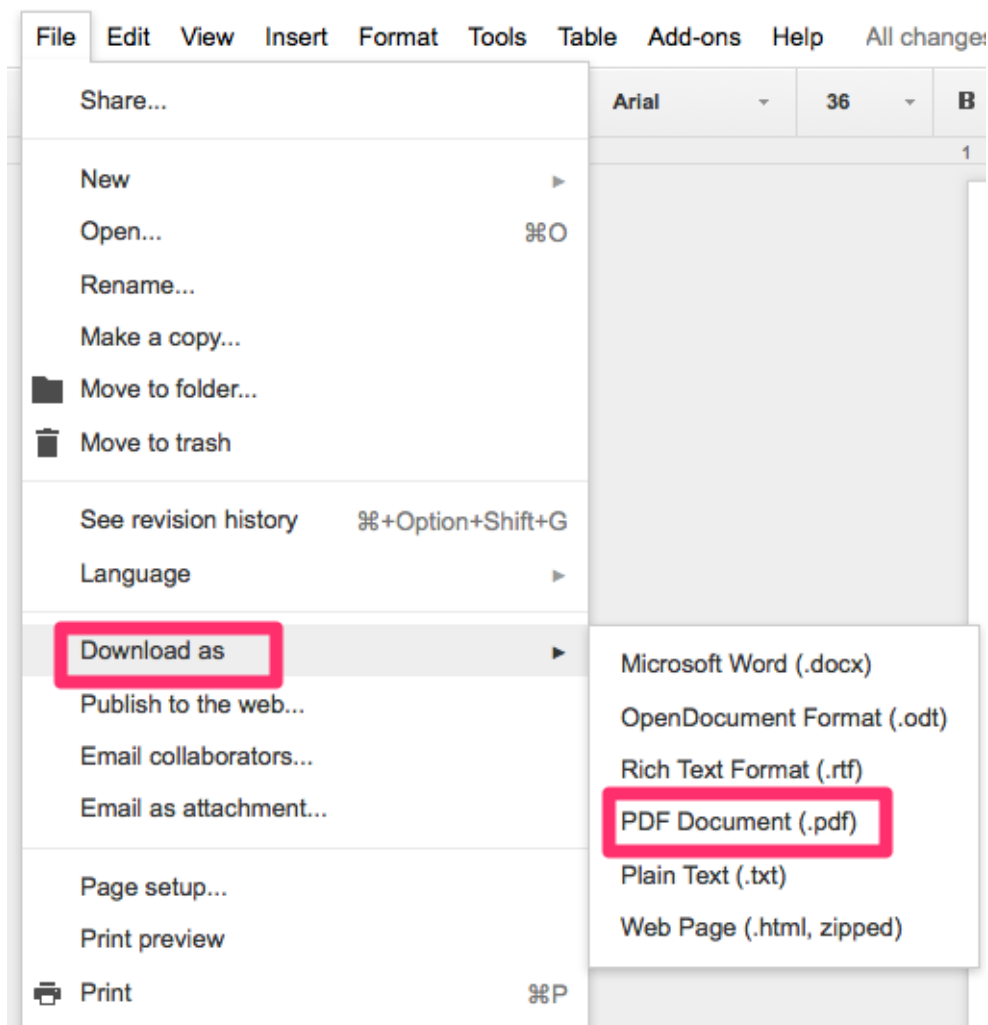
## Creating Your Ebook

You can start creating your ebooks using existing document tools such as Microsoft Word or a free alternative called OpenOffice (<http://openoffice.org>). Another option is to use Google Docs (<http://docs.google.com>) to write your ebooks.

Creating an ebook in Google Docs is easy. Create a new document and start typing away.



You can then download it as a PDF file and your ebook is ready!



Of course, there's more to it than just a plain ebook, and that's what I'm going to share next.

## Put In The 'WOW Factor'

The most important point when creating your ebook though is to make sure that you deliver value and quality. This means writing an in-depth analysis of the subject you're tackling so that people feel like they've had a comprehensive introduction/overview. At the same time, it also means providing some genuinely new ideas so that people come away feeling as though they have had some kind of insight they won't have gotten elsewhere. This should be apparent from your title.

Again, make sure your title really promotes your value proposition and sounds unique and different. It's not enough just to write a basic overview of a topic and expect it to sell – it won't. You need that 'X factor' or WOW factor that would convince YOU to put down cash if you were a buyer.

A book called '*A Beginners Guide to Bodybuilding*' simply will not sell. Why? Because it's not exciting, it's not interesting and it doesn't sell the vision. There are a million beginners' guides to bodybuilding. And as an ebook, your buyers will know they're not getting anything that they couldn't find themselves on Google. It's simply not enough.

However, a book called '*Cardio Acceleration: The Most Powerful Strategy for Burning Fat and Building Muscle in Record Time*' will sell. Why? Because it clearly discusses something that readers might not know about, it sells the vision and it sounds interesting. People see that title and they visualize the ways it could help them and they imagine what it might be about. That's how you choose an ebook title.

Do a little research to see what product titles were used for top selling ebooks in your industry.

## **Production Values And Creating An Experience For Your Readers**

Production values are equally important. This means filling your book with stunning images, great layouts and beautiful typefaces. You need to create something here that will really be the 'whole package' so that your readers feel like they're really getting value for money.

This is important because it will result in more good reviews and will mean people are more likely to trust you when you come out with your next product. What's more, when you believe in your product, so too will other people.

Try downloading a few ebooks that sell well and then spend time looking at what it is about them that makes them great. Really put time and effort into this aspect of your book, or spend money on getting images you will be entitled to use. The end result should be a product you are really proud to be selling – and this will come across in your marketing.

## Chapter 3: How to Create Software

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The next option is to create software. Software of course includes any type of program that will run on a computer or mobile device and the main type we're going to be dealing with here is practical software that performs a useful function – that's generally easier to sell than a computer game. Software is a great choice because it gives you a real and very clear selling point. People are willing to pay more for software because more skill is involved in the actual creation.

### Types of Software You Can Create

In terms of practical software, there are several main types that I recommend you consider as a beginner selling digital products for the first time. These include desktop software, apps, SaaS and plugins.

**Desktop Software:** Desktop software will normally be a content creation tool or a B2B product. Examples might include things like appointment management software, a programming tool, video editing, word processing or something else along these lines. This type of software is very complex to create but tends to sell for the highest price. The objective will ultimately be to save the buyer time and money and you'll have more luck if you can do this by offering something new that your competition doesn't have. Note that when you create desktop software you'll have to decide whether to target PC or Mac users or whether to create a new Metro App for Windows 8/8.1/10.

**Apps:** Apps are basically smaller and more compact versions of desktop programs. An app can be something commercial like a diary or a tool to find where you parked your car, or it can again be something for

business/content creation. Apps in the stores tend to sell for a few dollars at most but if you sell elsewhere you can actually charge a lot more – some B2B apps sell for \$30-\$200.

**SaaS:** This is an acronym for 'Software-as-a-Serice' and can also be described as a 'web app'. Web apps and software based services include the likes of Evernote and Feedly. These are tools that users sign up to and then log into. Often they charge a monthly subscription.

On the downside, this type of software can be complex and difficult to code and it also has higher running costs due to things like server strain and maintenance/support/updates. On the other hand though, services provide you with monthly income as opposed to one off fees which provides a more steady income and which can potentially result in huge sales.

**Plugins:** Plugins are small web apps that can be used on websites and specifically WordPress websites. For instance, you might build a spam filter and then sell that to WordPress users who want to protect their comments sections. Plugins are a good choice because you'll be selling to other online businesses (which is often the best market – hence the popularity of digital marketing ebooks) and because they're well understood and widely applicable.

## Outsourcing Your Software

When it comes to making your software you again have the option of either creating it yourself, or outsourcing the process to a coder. If you already know how to program, then there's nothing I can do to shed further light on that subject matter and if you don't then teaching you is beyond the scope of this book.

Thus we'll focus instead on outsourcing, which again will mean finding a freelancer from sites like Elance.com, oDesk.com or PeoplePerHour. Make



sure to check the credentials of your coders thoroughly, to look at examples of their previous work and to arrange a price and payment scheme that works for you.

One decision you'll have to make is whether you're going to pay hourly or a fixed rate. Of course the smartest decision here is always going to depend on the size of your project and the speed of the coder. As a general rule though, fixed rates tend to be preferable as that way you can budget more precisely and you know that you're not going to exceed what you can afford. This also gives your coder more incentive to work quickly.

## **Communication and Handling of the Project**

One piece of advice when working with any coder is to be incredibly specific when describing the features and specifications of your software. If you leave anything open to interpretation then they will likely go ahead and make executive decisions that you might not necessarily approve of, or they might make shortcuts.

Think about the small details, like the way you want your menu to open – should it be animated? Will that animation include an 'ease in' in order to make it appear more natural, polished and organic? Note that it's not always easy to make changes or undo decisions – the way software works means that one element will often be closely linked to countless other elements across the code. Sometimes what seems like a very simple change can actually end up upsetting the entire program and set you back weeks, so it's always better to get it right first time!

Choosing a nearby coder is often a good idea because it means you'll be able to discuss in person and actually discuss various elements while the program is there running right in front of you. It's worth paying a little more for someone who is in your city and willing to meet. Another option of course is to work with a friend or colleague. If you do this though, then you

need to ensure you agree on the split of profits up-front as this can lead to misunderstandings and arguments otherwise. Also important is to ensure you choose to work with someone who is as serious about the project as you are and who has a similar attitude to business. If you choose to work with someone and they lose interest a few months down the line, this will end up stalling the project and it can again place a strain on your relationship.

## How To Create A Wireframe For Your Software

There are a vast number of web based tools out there which you can use to illustrate how you want your software to be laid out. This is especially useful for those who aren't designers and tech savvy.

One example tool is called MockFlow (<http://mockflow.com/>). Using MockFlow you can create diagrams for the user interface of your software.



Take a look at all the elements you can simply “drag-and-drop” to create your wireframe:

**Present**

[ comment ]

components

pages



Search



Layout Builder

Layout Builder  
Layout Builder  
Layout Builder

Text



Button



Block Text



Image

Label...

Label



Rectangle



Icon



Bullet List



Note



Accordion



AlertBox



AlphaNumeric



AreaChart

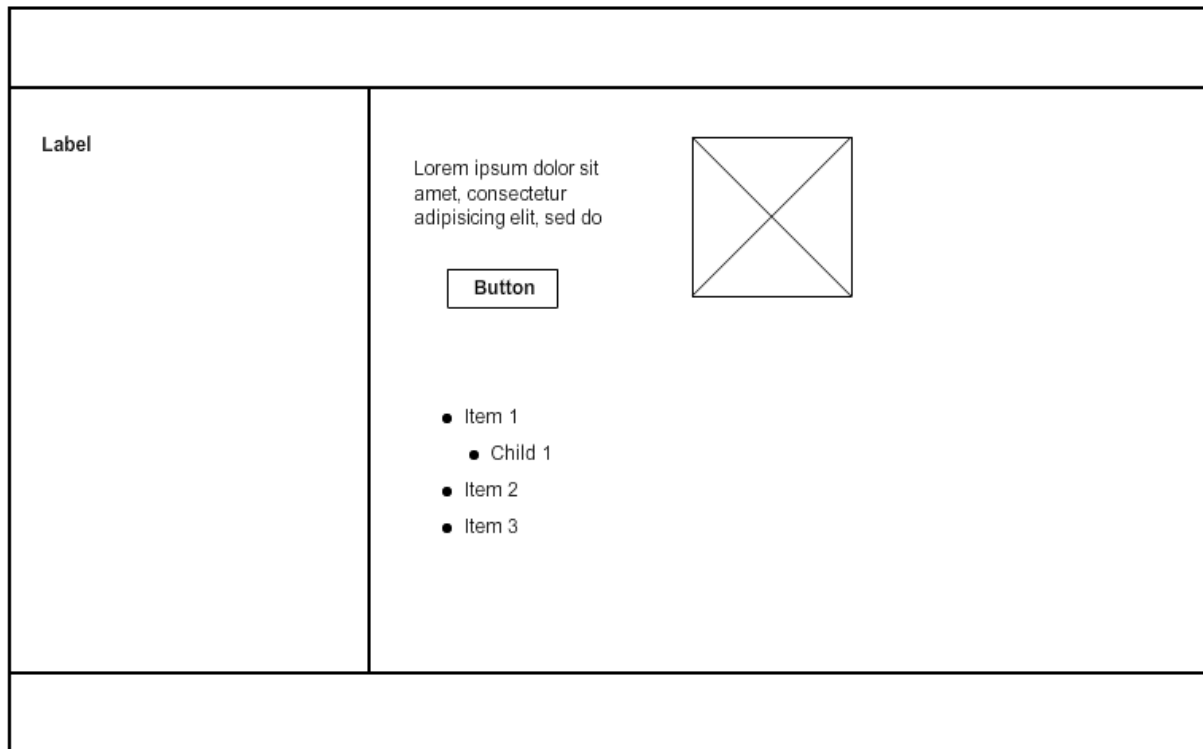


Arrow



Banner

In less than a minute, I created this wireframe:



Once you have finished creating your wireframes, it's as simple as exporting the files and passing it along to your developer.

One last piece of advice is to avoid putting off selling your software. Something to bear in mind here is that software can be upgraded live and you can keep adding features and polishing UI elements. In other words, it doesn't need to be 100% perfect when you first release it because it will remain a work in progress for a long time yet.

Too many software developers will end up becoming perfectionists and delaying their launch to the point where it becomes too late or they lose interest. Instead, take a 'fail fast' approach. Launch fast and once you see there's a market for what you're selling, you can start improving the package. Take your MVP (minimal viable project) and get it out there. If no

one buys it, you know not to invest any more time and effort and can instead pursue your next product.

## Chapter 4: How to Create a Video Course

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The final type of product we're going to look at in more detail here is the video course. This is essentially a series of video tutorials or presentations discussing a certain topic. This is a great choice because it means you don't have to be a great writer to produce your product – instead you just need to be a charismatic character who is comfortable in front of a camera and who has useful information to impart.

Additionally, the word 'course' is useful in any digital product and generally means that you can charge more than you could for just a book. College courses charge thousands of dollars, so you can very realistically charge a few hundred here and you'll be surprised at how many sales you get.

In order to make a successful video course though you need to have the tools and skills to make something that looks professional. Here we will briefly go over the basics of how to do that.

### **Tools, Resources And Equipment You'll Need**

While a bad workman might blame his tools, the right tools in fact make all the difference when it comes to developing high quality and professional video courses. Here are some things that you should invest in if you want to really deliver great quality in your courses:

#### **Camtasia/ScreenFlow**

If you don't want to go in front of the camera yourself the good news is that you maybe don't have to! If you are teaching something that is digital in nature then you can instead just record your computer screen while you go over how to use Photoshop/how to program in Visual Basic. Alternatively, you can create tutorials and presentations using a slideshow in which case you again only need to record the screen at the same time as using a slideshow (choose Microsoft Office).



Camtasia ([www.techsmith.com/camtasia.html](http://www.techsmith.com/camtasia.html)) is for PC and Mac and ScreenFlow ([www.telestream.net/screenflow/overview.htm](http://www.telestream.net/screenflow/overview.htm)) is for Mac. Both allow you to record what's happening on your computer screen and you can then add a voice track to create a useful tutorial video that looks professional.

## High Quality Camera

If you are going in front of the camera, then you're going to need a high quality camera in order to record in high definition. This will make a huge difference so either invest in a good one.

For starters, you could get away with a \$100 webcam such as the Logitech range.



The webcam on the left is a Logitech C920 which is a Full HD camera and takes high quality video.

If you want to go a step further, you can invest in a DSLR camera such as a Canon 700D which is a high-end but entry level DSLR that does a great job of taking professional videos and photos.







Finally, you could always use your smartphone such as an iPhone or Android. Most smartphones these days record full HD video.

There are also third-party apps that you can download to your phone which give you more options when recording video compared to the built-in video recorder on your smartphone. One example is called MoviePro. With MoviePro you can pause, select all sorts of resolutions and several focusing options.

## Microphone



Also important is to get a mic. Poor sound quality can otherwise completely ruin the professionalism of your videos.

If you're just starting out, the built-in mic on your laptop should work fine. However, if you want your videos to have to extra professionalism to them then invest in a high quality microphone such as the RODE Podcaster.

## Backdrop

If you plan on doing videos where you're presenting, a backdrop may be necessary to have a clean background. Your backdrop needs to look professional for filming. Either you can set up an area in your home/office that looks professional, or you can rent a room with a green screen from somewhere like a public library. A third option is to create your own 'infinite white' backdrop which is surprisingly easy using bright lights and bedsheet pulled out.

You can purchase a professional set from eBay for about \$100 with softbox lightning, too.



## Editing

Editing will give your videos the extra professional sheen they need and will include things like cutting between different shots, adding effects and adding captions etc. The best editing software by far is Adobe Premier, while Adobe After Effects can help you to add the effects you want. This software is expensive but there's a month's free trial so if you work fast you won't need to pay. You can get the whole suite at [www.adobe.com/creativecloud](http://www.adobe.com/creativecloud).

## What Kind of Videos Can You Shoot?

Now that you're all set with equipment and tools, you're ready to start creating your video product.

The big question is, "What kind of videos can you shoot?"

Here are some ideas to get you started:

- **Video diary style.** You could record a behind-the-scenes of your business or life and package it into one course.
- **Interviews.** You can interview experts and public figures in your industry. This makes for great content.
- **Step-by-step/how to course.** Hit the record button and show your audience exactly how it's done.
- **Create a 4-week coaching program.** Each week you could prepare a video for the program.
- **Presentation.** If you speak at conferences or run a workshop, why not package it into a product? Even if you don't speak, you could

simply present in front of the camera to create a course.

## 7 Best Tips For Creating Your Video Course

These tips will help you to ensure your videos look and sound professional:

- **Read from a script** – This will help you to avoid stuttering and 'umming' or 'ahing' which can otherwise undermine your message.
- **Practice** – Make sure that you don't sound like a robot when you read. Practice reading from a script without sounding like you're reading from a script...
- **Add music** – If your presentation skills leave something to be desired, music will fill in the awkward pauses and make everything seem that much more professional. It's worth spending a few dollars on some music you can use in order to drastically increase your production values.
- **Add an opener** – A video opener is the little opening montage that you see at the start of YouTube videos. Again you can outsource the creation of these and they will help to greatly increase the overall quality of your videos.
- **Don't overdo the effects** – This is a real giveaway that the editor is inexperienced. Less is more, so don't make everything blue and wavy...
- **Cut between angles** – Cutting to different angles during your presentation will help to lend your shots a more dynamic quality and

make them feel less 'awkward'.

- **Look after yourself!** – Finally, don't forget to take care of your looks. This would be a good time to get a haircut and some new threads which will lend you more authority. Would you take advice from someone who hasn't shaved in months?

## Uploading Your Videos

Finally, you need to make sure your videos are uploaded somewhere for your buyers to download them from. One option is to use Amazon S3 (<http://aws.amazon.com/s3>) to host them, another is to put them on YouTube as unlisted so that only users with the link you send can access them. This latter choice can irritate some people though as they'll be all too aware that they could have gotten them for free had they just found the right link...

Another option is to host your videos yourself on your own hosting account. While this is a good option, bear in mind that videos are very large files and so can put a strain on your servers.

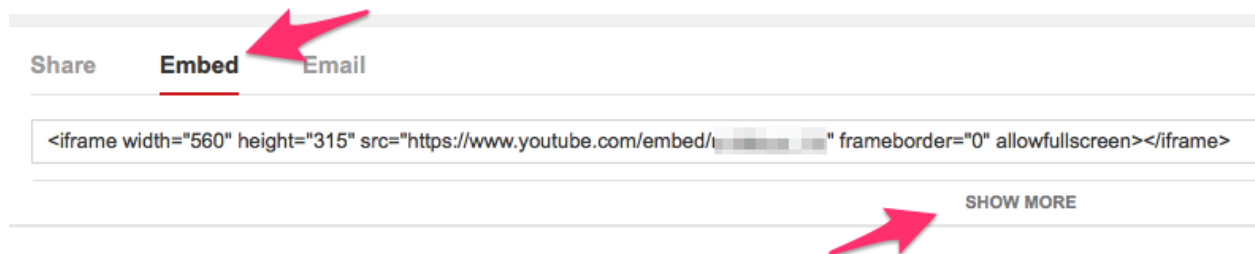


There's a video service called WISTIA ([www.wistia.com](http://www.wistia.com)) which basically allows you to upload your videos and use their built-in video player.

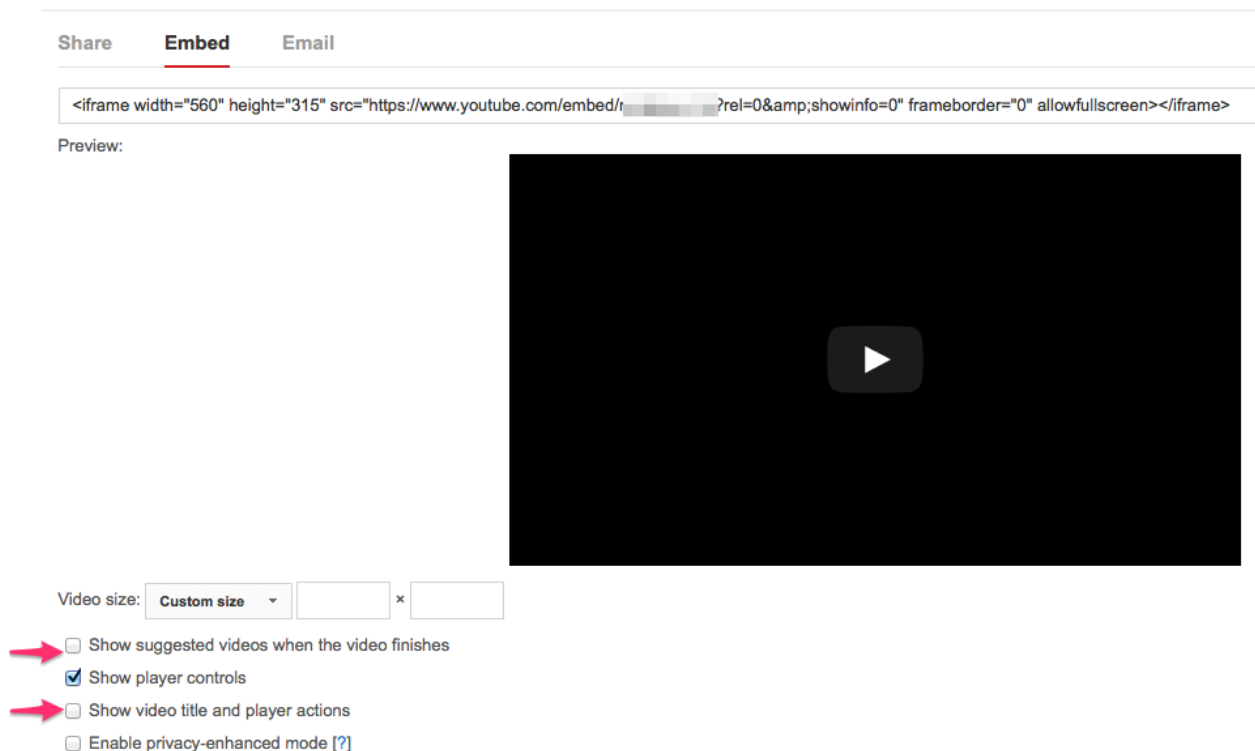
It's as simple as copying and pasting the code onto your website.

If you're just starting out and on a budget, use YouTube as it won't cost you a single thing. You can adjust the embed code to modify elements such as disabling the video title and not show related videos. Here's how to do it:

Select the video you want to embed and play it as normally. Below the video you'll find a 'Embed' option.



Click the SHOW MORE option to bring down more options. You'll then be shown extra options.



## Optimize Your Video Details To Attract Traffic

When uploading your videos to sites like YouTube, it's wise to take some time to use informative, descriptive and keyword-rich details.

Typically you'll need to enter the following details:

**Title:** The title is the name of the video. This is the most important detail of your video, as most browsers will look at the title first. Keep the title short, informative, and on point.

**Description:** Most services will allow you to enter more details of what your video is about. Use this area to share a URL for more information regarding your video. It's definitely a great way to drive traffic.

**Tags:** Tags are essentially keywords or phrases. Use relevant keywords to attract people who are searching for those. A tip is to use the names and companies related to your video as tags.

**Thumbnail:** Nowadays, thumbnails are more crucial than ever. It is now more common for people to first look at the thumbnail and then the video title. Usually with video services like YouTube, a thumbnail is automatically produced. You want to avoid using it and instead use your own. An image together with a title will make a great thumbnail. Here are some examples:



**Best Fails of the Week 1  
March 2015 || FailArmy**  
by FailArmy ✓  
5,079,526 views • 1 month ago



**What's In My Wallet ft. David  
So**  
by JustKiddingParty  
159,630 views • 4 days ago

## Chapter 5: Creating Your Offer

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Whatever you are selling and however you go about selling it, you are going to need to create a sales page. This is the web page that your customers will see when they first discover your product and that will hopefully perform the task of encouraging them to buy. As a result, the main objective here is to be persuasive and to encourage people to want to buy.

The first and most important thing you need to get a handle on here is persuasive writing and how to go about getting someone to want to buy whatever it is you're selling...

### **Copywriting And Persuasive Writing Basics**

The idea of persuasive writing is to take someone on a journey from never having heard of your product, to absolutely having to own it.

This process is often described with the acronym 'AIDA' which stands for 'Attention, Interest, Desire, Action'.

In other words, the first and most important thing you need to do is to grab attention by using a bold opening statement and getting straight to the point. Remember that people are bombarded with marketing messages all the time and are generally in a big hurry most of the time. Your goal then is to get your text to leap out at them and really intrigue them so that they feel almost incapable of leaving without reading on.



To get the interest and desire working, you need to make sure that you focus on your value proposition. We've discussed this briefly before but it bears repeating. The point here is that you need to sell not just your product, but what your product can do for the person. A saying is that: 'you don't sell hats, you sell warm heads'. In other words, paint a picture for your reader and try to get them to really imagine how you are going to help them and where they could be if they bought your product.

You can even look at this from a neurochemical point of view. The idea here is to stimulate the production of serotonin – the desire hormone – as well as cortisol and norepinephrine – which regulate anxiety. Anxiety is important because it will encourage an impulsive action and get them to buy now instead of going away to 'think about it'. Warn your buyers then about what could happen if they don't buy your product (they'll fail to make money/get into shape) and tell them that your product is limited to only 100 copies. This will create urgency.

One good way to do all this is with a narrative. By writing in the form of a story, you can get your readers to emotionally invest in what you're saying and this will help you to really sell the idea that your product can have an impact on their lives. If you're unsure of all this, you can of course outsource this job to a professional writer as well.

## **Sales Page Design**

Finally, you have to ensure that the 'action' part of your plan doesn't fall through. This is why you need to make it as easy as possible for customers to click buy, and using the right product management system and payment processor will help you to do this. Make sure your 'buy' button is big, red

and in the bottom right of the page (known as the 'terminal point') you can also lace it throughout your content to encourage impulse buys.

Make sure that your landing/sales page doesn't have any links taking visitors away from it (even to other parts of your site) and ensure you use lots of headings and bold text to break things up. Remember that a lot of people skim read, so you need to ensure your message still comes across.

Often sales page text will be structured as one long, narrow block of content. This is used to encourage users to scroll further and further down the page – an act that makes them feel more invested and committed by the time they reach the bottom.

You could write and design it using a traditional Internet marketing style sales page like the following:

# THE ENTREPRENEUR'S MINDSET



## 101 Tips To Become A Successful Entrepreneur

*ATTENTION: Entrepreneurs or if you're looking to pursue your dreams...*

### **"Discover 101 Tips To Become A Successful Entrepreneur That's Going To Shift Your Mind To Reach Unlimited Potentials..."**

**"This is definitely an eBook you want to keep close by"...**

**From:** [YOUR NAME]

**Date:** Thursday, April 9.

A recent survey found that more than **70% of people want to be some sort of entrepreneur.**

Becoming an entrepreneur is a sought after job for many reasons, including pride, purpose and possibly money.

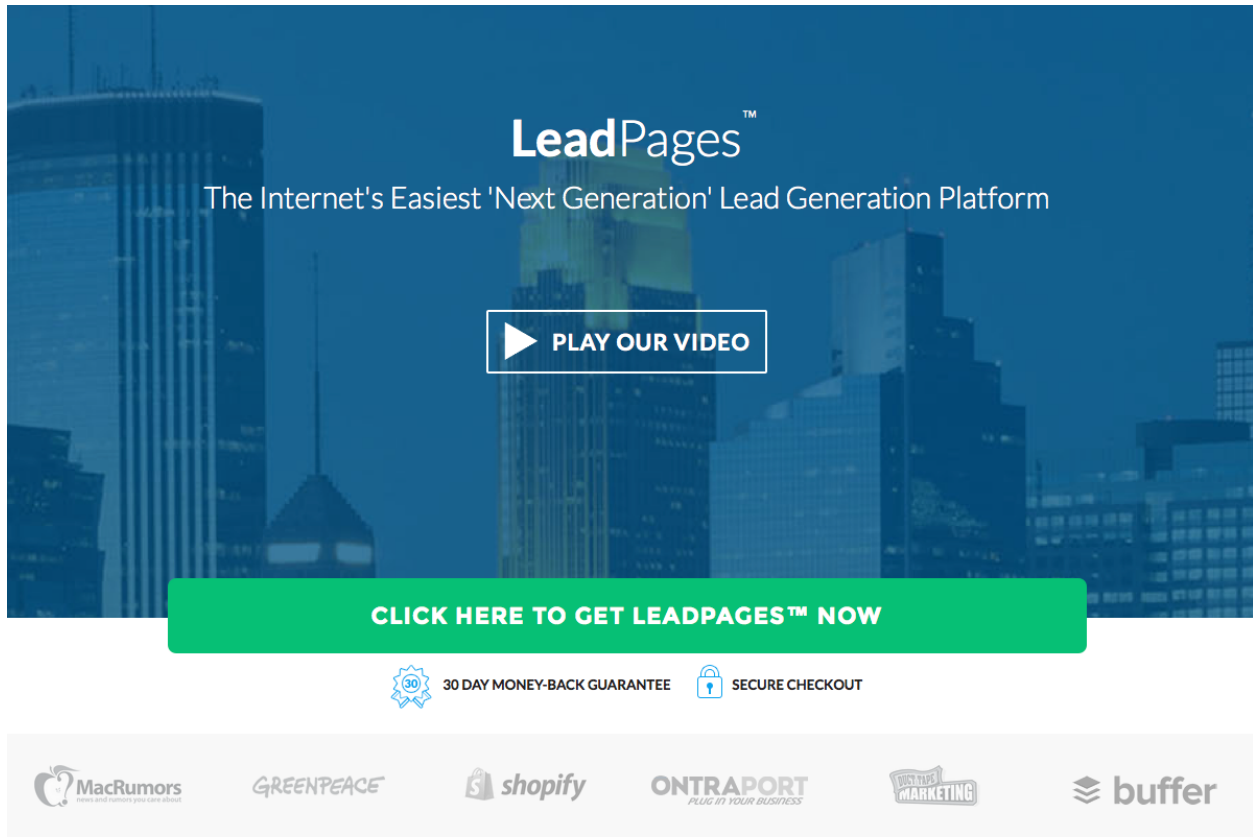
Starting and running your own business on a day to day basis is no easy task, but it is one that is **truly worth the effort.**

### **So You Want To Become An Entrepreneur?**

There are many reasons why you should consider taking that giant step and creating your own business. Here are just a few of them:

- **Autonomy-** running your own business allows you to be in charge of your own destiny.
- **Opportunity-** Being an entrepreneur opens up a whole new world of opportunity for you.

Or you could go for a more modern, professional look such as <http://LeadPages.net>



The advertisement features a blue-tinted background image of a city skyline. At the top center, the 'LeadPages' logo is displayed in white, with a trademark symbol. Below it, the tagline 'The Internet's Easiest 'Next Generation' Lead Generation Platform' is written in a smaller white font. A white rectangular button with a play icon and the text 'PLAY OUR VIDEO' is centered. Below this, a prominent green button contains the text 'CLICK HERE TO GET LEADPAGES™ NOW' in white. Underneath the green button, two icons are shown: a '30' day money-back guarantee icon and a 'SECURE CHECKOUT' icon with a padlock. At the bottom, a horizontal row of logos for partner companies is displayed: MacRumors, Greenpeace, Shopify, Ontraport, and Buffer.







**LeadPages™**

The Internet's Easiest 'Next Generation' Lead Generation Platform

[▶ PLAY OUR VIDEO](#)

[CLICK HERE TO GET LEADPAGES™ NOW](#)

 30 DAY MONEY-BACK GUARANTEE  SECURE CHECKOUT

The LeadPages™ Platform Includes 3 Tools:

Both examples are effective and considered direct response salesletters.

## Page Design Tools



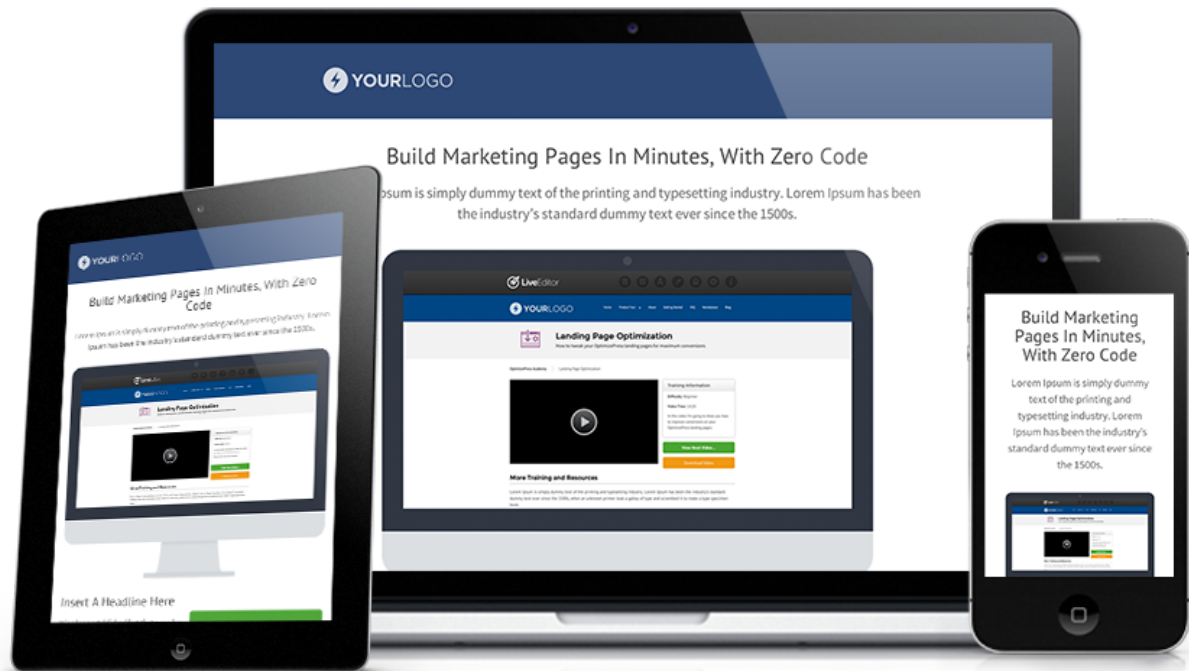
Instead of creating a landing/sales page from scratch and learning how to write HTML code, it's better to use tools such as OptimizePress (<http://optimizepress.com>) which integrates with Wordpress.

With OptimizePress, you can create:

- Sales pages
- Opt-in landing pages
- Membership portals
- Complete launch funnels

- Authority blog sites

With multiple themes to choose from, it's easier than ever to start creating your pages.



## Pricing Your Product: How Much?

**Just ~~\$97.00~~ \$9.95!**

**ADD TO CART**



Pricing will also have a big impact on your sales and this is again something you need to think hard about. Of course pricing high will mean that you have more profit per sale but will also result in fewer sales. Pricing low meanwhile will mean you get lots of sales but don't get very much from each one.

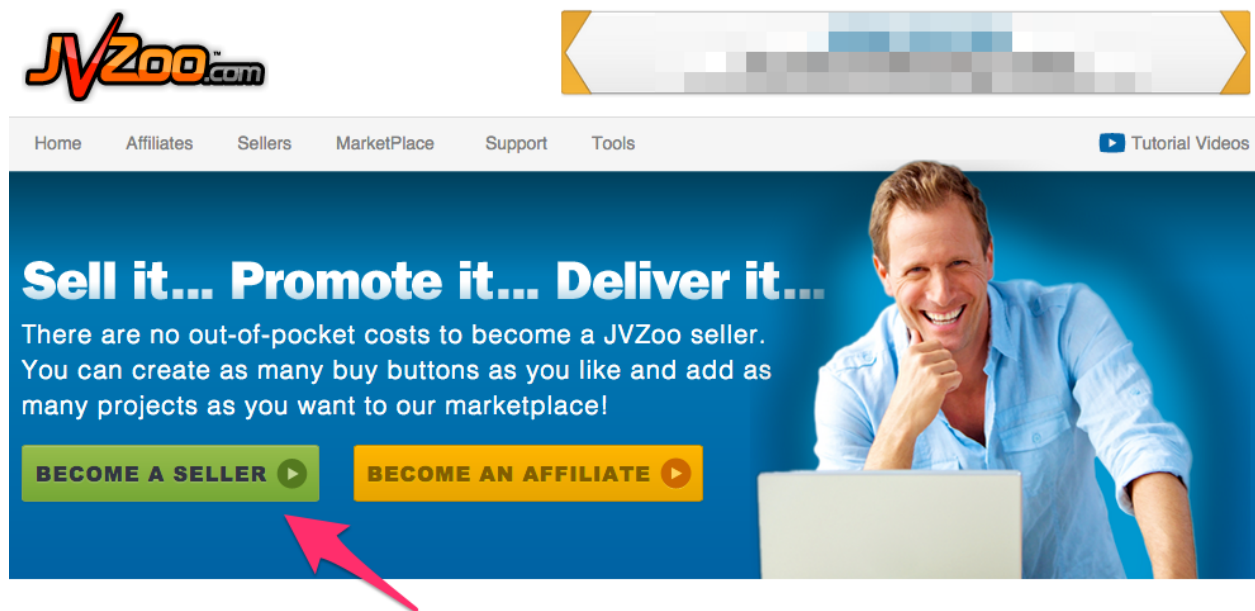
Your target demographic and the nature of your product are going to impact greatly on the price. A commercial app will sell for much less than a piece of B2B desktop software. Likewise, a video course for personal trainers will sell for more than a 5,000 word eBook for losing weight. The best way to get an idea for how to price your product is by looking at competitors' products. You might think they're priced a little high in some cases, but if they can do it – so can you. Often you'll be surprised at just how much people are willing to pay for digital products.

Of course you can also try changing your price to see if that has an impact on your profits. Tools like 'Optimizely' will let you perform 'split testing' which basically means creating two versions of your landing page at two different price points and then seeing which one performs best!

## Chapter 6: How to Add Your Product in JVZoo

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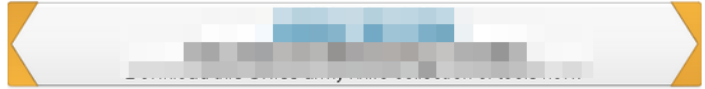
One of the great things about JVZoo is how simple it is to use compared with some of the competition. To get started, you'll first just need to sign up for an account. Signing up is easy. Simply go to [www.jvzoo.com](http://www.jvzoo.com) and click the Become a Seller button:



This is an easy and straightforward process and there's no fee for signing up.

Once you're in, you then need to go to *Sellers > Sellers Dashboard > Add a Product*.





## Sellers Dashboard

Home → Sellers → Sellers Dashboard

Add A Product (It's FREE!) 

Now you just need to fill in the details, upload your graphics and your file and then click to save your product! It really is that easy and this is one of the things that makes JVZoo such a great choice.

## Add Product Information

Home → Sellers → Add Product

Watch a video tutorial on [How to Setup Your Product on JVZoo](#)

### BASIC INFORMATION

Allow Sales ☒ YES | ☐ NO      Show in Marketplace ☒ YES | ☐ NO

Launch Date and Time  EST ⓘ

**Note: The product will not be visible in the Marketplace until this time.**

Product Name:

Currency:

Product price (Max Price if Dimesale, Payments if recurring) ⓘ  
\$

Commission payout percentage ⓘ  
 % ☐ Subscription or Multiple Payments

Quantity (leave empty for unlimited) ⓘ

Support email address: ⓘ

And/Or Support URL ⓘ

Landing Page / Sales Funnel / Squeeze Page / Prelaunch ⓘ

Send all traffic to Sales Page after launch date/time  
☐ YES | ☒ NO

Sales Page:  
Sales Page URL ⓘ

Pass Affiliate ID to Sales Page ⓘ  
☐ YES | ☒ NO

WF Backup Sales Page URL (Must be a <http://jvzooforums.com/> URL) ⓘ

### ADVANCED FEATURES

#### CHECKOUT OPTIONS

Please Specify at least one payment option

☒ PayPal

#### JVZOO MARKETPLACE

▶ Watch a video tutorial [About the JVZoo Marketplace](#)

Description for Buyers ⓘ

Primary Category

Please Select One...

Additional Category (optional)

Please Select One...

Additional Category (optional)

Please Select One...

Keywords (up to 5 keywords separated by commas) ⓘ

FB Social Discount ⓘ

\$

#### MAKE A DIME SALE

#### AUTORESPONDER INTEGRATION

Autoresponder:

GetResponse « Recommended! ▼

[CREATE YOUR FREE TRIAL NOW!](#) ▶

GetResponse API Key: ⓘ

GetResponse List Name / Campaign Name:

Select One... ▼

The details you'll need to enter include:

- Product Name (The name of your book or software)
- Allow Sales (Whether or not you're ready to start marketing)

- Show in Marketplace (Whether or not you want your product to be listed in their store)
- Currency (USD, GBP, EUR etc.)
- Product Price (This also gives you the option to decide how often you want to pay for uses such as memberships and whether you want to offer a trial)
- Commission Payout Percentage (How much you're willing to pay your affiliates)
- Quantity (Leave this empty if you want it to be unlimited)
- Support Email Address (Set up an email on at your domain name so that it looks professional)
- And/Or Support URL (If you'd rather not get direct emails)
- Landing Page/Sales Funnel/Squeeze Page (The URL of the landing page you created)
- Send All Traffic to Sales Page After Launch Date/Time (This is just a yes/no option)
- Sales Page URL (Enter the direct URL to your sales page)
- WF Backup Sales Page URL (this is a URL hosted at JVZooforums)

- Delivery Method (This can be a protected download or thank you page, the former is recommended)
- Affiliate Approval (Decide if this will be manual or automatic)
- Affiliate Terms. This is usually used to set rules/guides for affiliates who want to promote your product.
- Notes to Affiliates. This is a great place to promote your affiliate program. Use it to feature any contest, prizes and incentives you may have to incline the affiliate to promote your product.
- Archive Product (Y/N). If you want to archive your product so that it won't be listed in your products list, choose Yes.

Remember: affiliates are a really powerful tool for helping your product to sell and the more you can get behind you the more successful you'll be.

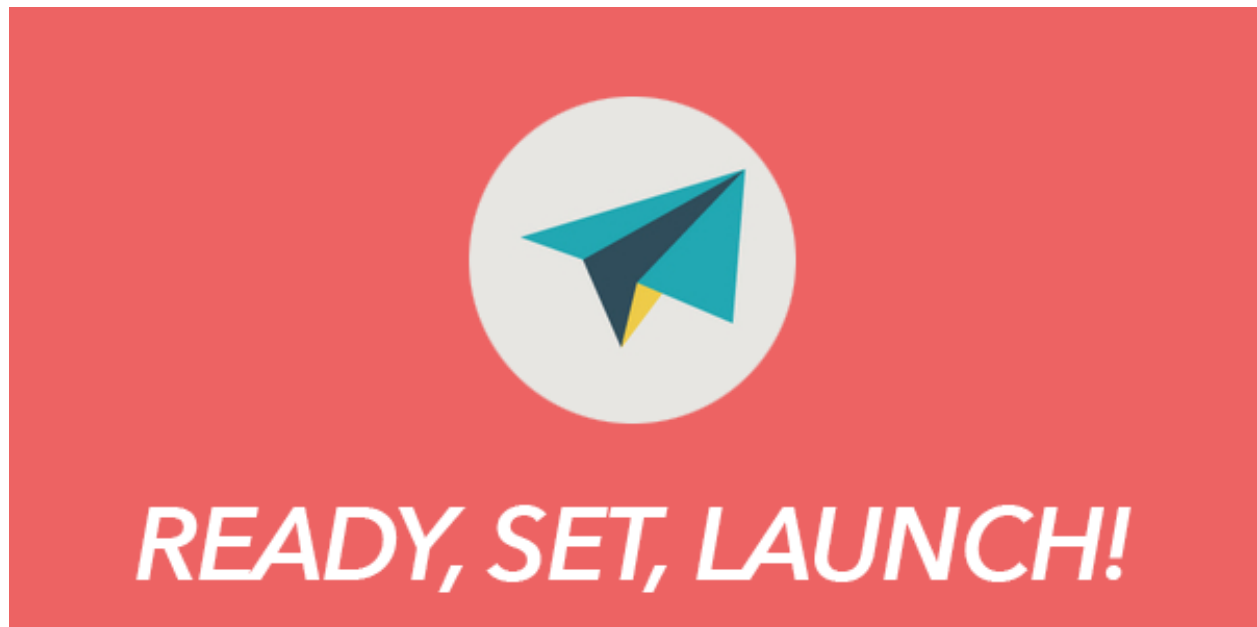
This means you want to do everything possible to try and encourage affiliates to come on board and to start helping you sell.

That in turn means you need to make your product more tempting than the competition – so set the commission to be as high as you can, use automatic approval and generally again make it EASY for people to start selling your product.

This is nerve wracking but in the long term it will really pay off. Quite literally!

## Chapter 7: Ready, Set, Launch!

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Now you have your product, you have your landing page and you're ready to go with JVZoo! This is an exciting position to be in and you're probably eager to get going. But don't just leap into it: it's crucial that you take some due care and attention prior to your launch in order to make the most of it and to generate some buzz.

### **The Pre-Launch Phase: How To Build Buzz Around Your Product**

Before you launch, you might want to start building hype. If you have your own social media followers, your own website or blog or any other type of audience, then you can use these channels to get your existing fans excited for what you're about to launch. The sooner you start mentioning

your product, the more momentum you can build so start out with early teases and then gradually drip-feed more information. A mailing list is perhaps the best tool of all for this and if you have a website and aren't already building a list, this is something you should start on right away.

You can also build hype by discussing your product in forums and on Reddit and even by trying to get coverage on other sites (this might mean writing a press release).

Likewise, you should also start building hype among affiliates and getting them excited to start selling your products. Just because you aren't using WSO Pro, that doesn't mean you can't start building anticipation there and discussing your launch with those marketers and business owners. Again, Digital Point Forums is also a good choice.

Another useful strategy for building anticipation between both affiliates and customers is to give them somewhere they can sign up for more information, such as a JV page for affiliates and pre-launch page for customers. For customers this means creating a mailing list and opt-in form with an autoresponder like Aweber. For affiliates you can set up an affiliate recruitment page. The more details you collect, the easier it will be to reach out when you come to launch your product.

Also useful is to spend time in the build up to your launch creating marketing materials. This will really help your product to stand out on JVZoo and will encourage a lot more affiliates you want to make it as EASY as possible for people to start promoting your product because that will benefit everyone. So create banner ads, videos, landing page scripts and more. The more materials you give them the better.

## A Quick Checklist Prior To Your Launch

- Prior to launch make sure your web pages load and that you're hosting your files on a fast server. The last thing you want is to lose sales because of a frozen server.
- Make sure your sales page images are optimized so that they load faster. You can use an image compression tool such as Image Optimizer (<http://www.imageoptimizer.net/Pages/Home.aspx>) to make image file sizes smaller.
- Make sure your sales page is compatible and looks good on all browsers, including mobile devices.
- Make sure to test all download links.
- Test all your order links – your front-end and backend products.
- Prepare some backend offers on your download/thank you page if you want to increase sales.
- Inform affiliates and JV partners well in advance of details of your launch such as the date, time, where they can get their promotional tools, etc.

## **The Launch Phase: Liftoff!**

On launch day you need to start shouting about your product from the rooftops. Again, this means posting in all the relative forums and messaging your own followers in any way you can. At the same time, it means running promotions and events and schemes all to help generate that initial momentum.

One useful tool that JVZoo provides for instance is the 'affiliate contest feature' which can help you to get more sales by generating some healthy competition among your affiliates.

Also very useful is to use 'scarcity' which is a great way to encourage rapid sales and to make a bigger splash on day one. Scarcity basically means limiting the number of your products, or alternatively imposing a time limit on some kind of offer.

For instance, you can offer a 50% discount for the first two weeks which will help you to get a big influx of sales right at the start. Again, JVZoo includes a feature that can help - its 'dimesale options' allows you to increase the price each time a sale is made. This creates an awesome sense of urgency and can help generate impulsive sales.

## **Post Launch Phase: Continue Growing Your Business**

Now you've launched your product and the initial excitement is beginning to die down, you need to start finding ways to sustain your sales and to increase them over time. There are plenty of ways you can generate more interest in your product post-launch but a few of the best options include:



- Using SEO (Search Engine Optimization) to increase the visibility of your own website and/or landing page
- Networking with other webmasters and publishers in your niche or with other affiliates. You can do this in person at networking events or through social media sites like LinkedIn
- Building a social media following by posting regularly and providing value
- Using PPC – which is a type of paid advertising that usually appears on Google search engine results pages (SERPs)
- Experimenting with your price/sales copy/graphics etc. in order to make your product more tempting to buyers.

Perhaps most excitingly though, you can also now move on to selling your next product. This is actually a very important step because each time you go through the process you are going to get better at it. You'll be able to learn through feedback what works and what doesn't and this means that each product you create will have a slightly higher chance of being a huge hit.

A great idea is to create a “by-product”. This means creating a related product to the one you had just launched. For instance, if the product you launched was called “The 5-Minute Ab Workout”, you could then start creating a product called “The 5-Minute Leg Workout”.

Don't give up – just keep trying and you'll be sure to get there eventually. If nothing else, having more products means that your sales will add up

cumulatively. Remember, once you've built your product it will keep working for you with no extra investment!

## Conclusion

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And there you have it! Now you have your very own digital product selling through JVZoo and an army of affiliates out there helping it to sell. There's nothing else you need to do and your sales are going to continue coming in completely passively while you relax. Now you're ready to start working on your next product!

The most important thing to take away from this is that you can stand to make a lot of money with no upfront investment and no overheads by launching a digital product. To do that though, you need to create a product you really believe in, you need to really make it stand out and you need to give it a value proposition that will appeal to your buyers. Remember to ask yourself: would you buy it?

You then want to set everything up in the quickest and most proven way which means using a PayPal account and JVZoo. This handles everything for you so once you have your product and your materials you won't need to worry about anything else.

But something we haven't touched on yet is to have the right attitude and approach to this product. Don't be devastated if your book or program isn't an immediate hit overnight; these things take time and even an element of luck. So instead of setting out to get rich right away, pick a niche and a topic you enjoy and just enjoy the process. Churn out a few projects, get into the swing of things and you'll eventually see that the rewards start coming in. Big time.