Product Creation For The Terminally Terrified

By

Steven Lucas

www.stevenlucasmarketing.com

Introduction

Product creation is something that is essential for success in the internet marketing business. If you're not creating products which are unique, exclusive to you and in demand by your buying public then you are leaving money on the table.

I'm not saying that you can't or won't make money just by promoting other people's work – as in affiliate marketing, I'm merely suggesting that you could earn more by not taking only a share and instead taking the lot.

What's more, creating your own product puts YOUR name around as a marketer, as an author and as someone who cares enough about his readers and subscribers to give them something new or refined. Almost all of the top marketers have their own products, so doesn't that tell you something? You need to build your 'brand'.

Now your first thoughts might be "Where do I start?", "What will I write about" and "Will anybody want to read what I've written". You might also have thoughts like:- I can't write, I failed English at school, product creation is difficult. Well I'm here to re-assure you that it isn't difficult and ideas abound with a little research. With a little more research you may even find a way out of the entire creation dilemma.

Even if you do find ways to get someone else to do the work, otherwise known as outsourcing, you should always do it yourself at least once – just so you know the process and know what you are asking from your outsource worker(s).

This short little ebook is going to be your guide to getting started and as a method of inspiration for you to create more than just 'A' product, but a whole suite of products that will be your entry into a serious money making program, one that will also build you a stable base, so you can move on to bigger and even better things.

Good luck, and let's bring your creation to life.

What Shall We Create Today?

There are a number of products worthy of consideration for digital product creation, things that we can sell either off our own website or through another one like Clickbank, JVZoo or similar. You only have to consider what you have got from other marketers, usually as a reward for giving them you name and email address or for buying their products through a link – ebooks, mp3 files or videos, occasionally presentations or invites to a webinar (web based seminar). All of these are suitable for an individual to create and more to the point, eminently suitable for us to give away or sell too.

Let's start with the simplest of them all – the ebook.

Most of the time, when you get an ebook, it's in a format known as pdf – based on Adobe's Portable Document Format. The software to read the book is freely available (and no longer exclusively from Adobe) and the book itself cannot be easily edited in its downloaded form. But if we can't edit it, how do we create it?

There are 2 main programs that are generally used to create a pdf file. The first is a standard word processor – like Microsoft Word, and whilst we're working on the document it will stay in .doc format. Only once the document is complete will we move on to the 2nd program – the pdf printer.

Don't panic. This is not some expensive piece of electronic wizardry you need to rush out and purchase. It is in fact a small piece of software that emulates a printer, but instead of its output going to your standard ink-jet or laser printer, it goes to a file instead.

The original Adobe Acrobat software cost many hundreds of dollars, so creating pdf documents used to be a specialist business, but now there are many pdf printer drivers that are available for free or only a few dollars.

The ones that cost tend to have a few more features and possibly support, but for the most part a free one will do the job quite nicely. Once installed it merely appears as a printer in the print menu except its output will go to your hard drive.

Alternatives to using MS Word are free – Open Office and Libre Office, which are both office type suites and include a word processor and pdf printing built in as standard. I personally use Libre Office although there's not much difference between the two.

So you now have a way of producing an ebook and making it in a format that is not easily changed by the end reader. As to the subject of your ebook, I leave that in your hands to research. Outsource the actual production if you must, but ever your ghost writer will need your ideas of a way forward. The more you help your writer, the better and closer to you the end product will be.

Other 'written' products like slide presentations can be done in the same way. Convert them to pdf files to prevent others from changing them and claiming your work as their own.

There are several types of audio products that can be created. The simplest is obviously the 'talking book' type. Pretty much you (or someone else with a better voice) read a book or turn an ebook into a lecture – which may not be the same as reading the book word for word, (which can sound artificial and stilted). It should sound interesting to the listener and be informative.

Another type of audio is the interview with an expert - basically a head to head chat with an acknowledged expert. All you have to do is provide him with your questions ahead of time – so he can consider his answers, book some time to telephone or Skype chat with him and record the call. The audio may need some cleaning up but there is a great (free) program that will help here called Audacity or of course you can outsource that too.

Where would you find an expert willing to be interviewed?

By far the best place to find one is on a forum dedicated to your niche. Look for the person who has a large number of comments to their name, making sure that his comments are helpful and relevant, (just like your comments are). Private message him explaining what you intend to do and involve him in your project. He may just be running a list of people who would be interested in your output once completed and then you have an instant JV partner too!

Other places to seek out experts are article directories, social media sites, Facebook groups or Yahoo questions – where you may also find a list of questions to ask your expert about.

Some simple research will easily bring it all together.

What goes for audio can also go for video. A lecture or a question and answer session with an expert, assuming you can both get in the same room. Another alternative is turning your presentation into a video and adding a spoken lecture over the top. Microsoft Movie Maker is ideal for this if you are a Windows user, and again it's free. A third idea is demonstrate something on your own computer and use screen capture software like Camtasia (expensive) or Camstudio (free) to be able to show as well as tell people what you're doing.

Associated with the audio or video is a written transcript of all the spoken word giving you another product to peddle to your eager, hungry crowd.

What you can do is have the same product in all 3 media formats so you can pretty much pander to everybody, no matter what their style of learning. You get people who prefer audio or video and there are those who'd prefer to read in order to get your message. By re-packaging your material several ways you can have them all covered.

How big or how long should your products be? That depends on several factors.

1. How much you have to tell.
2. How valuable your market considers your information to be.
3. How well presented your material is.

If you have something that is not well known but extremely useful, that can be explained in few hundred words, a short document or video could be all that's needed. Rare or highly profitable information can be worth a lot of money for very little in regards to the number of pages.

 Consider someone running a reputable sporting tipsters site to see what I mean. If someone has a reputation for accurately predicting 6 or 7 winners out of 8 horse races, the tips wouldn't cover half a page, but that information would sell for good money. The same applies to stock market tips where many

thousands of dollars can be made or lost in a single transaction. Memberships to these sites may cost several hundred dollars per month, but they seldom have a shortage of members, because the information has value.

We all know that lawyers are expensive to hire. If you are one, or happen to know a lawyer, then any knowledge squeezed from that source would be highly valuable, especially for common legal problems like matrimonial problems or ownership disputes. A product that could give the public some answers but costs less than an expensive visit would probably sell quite well, provided it was aimed to the right market.

One quick point I will inject here, especially if you are creating an audio or video product is to break long sessions down into shorter ones. People may not have 2 hours available to watch a long video, but 4, half-hour chunks may be quite acceptable. (I was going to rant here about product sales videos that are an hour and a half long and tell you nothing about the product).

The other part of this discussion is perceived value. What the customer thinks your product is worth. If you're going purely on perception then bigger is definitely better, especially at the low or newbie end of the market (the most numerous and easiest to sell to). Also physical products have more perceived value that digital ones, so if you put your videos onto DVD, your audios onto CD and your ebooks printed onto paper, then you have a product that could sell for 5 to 10 times more than the purely downloaded items, even though the information provided was identical. The downside of physical products is the need to have them done in bulk, storing them and packaging them out to the end user, in addition to the problem of deciding how many to produce and what to do with the ones you have left over.

The point here is that value is not necessarily related to size. Small amounts of important information can be valuable, just as overly large amounts of commonly known data can be almost worthless. I'll say 'almost' at this point because there are many who do judge a package by its size and there's no reason not to target them as a market, if your conscience allows!

So there you have it. A short guide to producing your own products. It's not detailed or in-depth I know, but the idea was to inspire you to get out there and create.

You now know why you should create your own products and how to go about making them at very little cost to yourself apart from your time.

For ideas on how to market your products and find out how I'm getting with my marketing, visit me at http://www.stevenlucasmarketing.com or have a look through some of my other websites listed below. They're all designed to help in one way or another.

Improve your writing skills at http://www.profitablewritingclub.com/

Make better use of your time and energy with Dynamic Productivity at http://www.sazaz.com/

Learn how to build and maintain email lists for marketing or communications purposes at http://www.buildalistclub.com/

Improve your memory and learn to speed-read at http://www.know-all.info

About Me:

Steven Lucas has been a man of many hats in his time. A Royal Air Force technician, flooring salesman, I.T. technician and flight simulator engineer are all on his CV. He currently inhabits a large chair beside a computer either writing books or checking out other people's internet marketing products. He has several books published on Amazon Kindle and in print through CreateSpace.com mostly on marketing and hypnosis. His hobbies are playing guitar, writing, hypnosis and internet marketing. It's all good, clean fun.