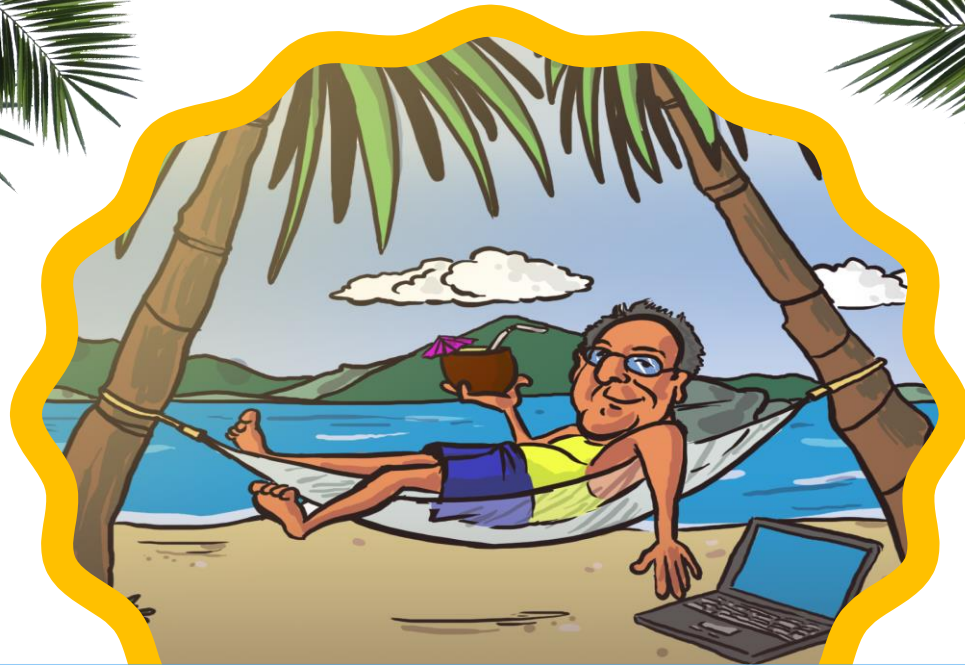


Capture

Your Wealth

Presents...



PASSIVE PROFIT

STREAMS



MODULE 4

INFORMATION PRODUCTS

Most of the internet is based on accumulating or sharing information. This module talks about how you help people quickly get the information they are looking for and making a profit for your efforts.

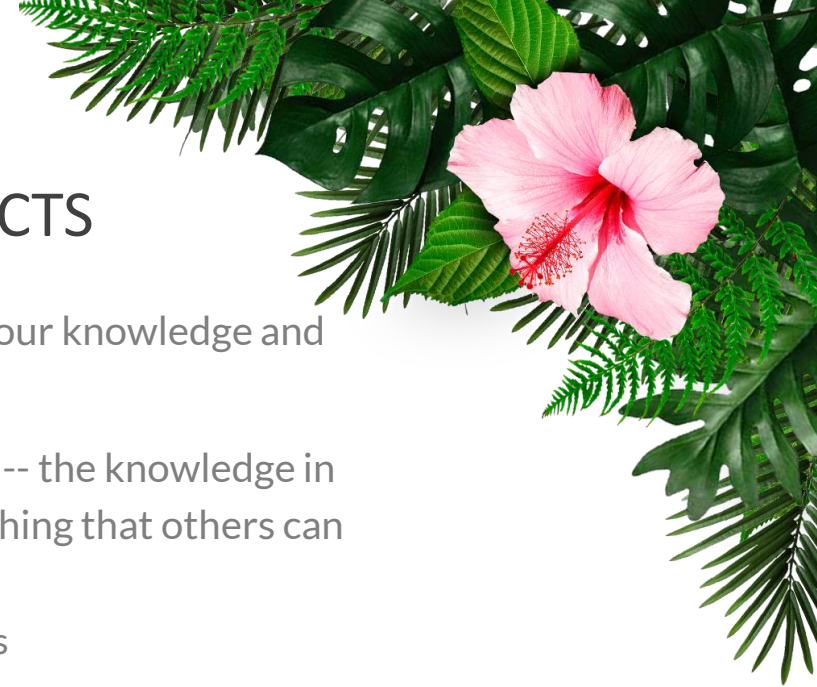
Let's get to work!



PASSIVE PROFIT
STREAMS

THE BASICS OF INFORMATION PRODUCTS

- An Information Product is a way to tell others about your knowledge and insights
- The key to the process is to take something intangible -- the knowledge in your head (or someone else's) -- and turn it into something that others can enjoy and use even when you're not around.
 - Allows you to impart your knowledge to the masses
- You first need to have a hungry niche market
 - Understanding of your audience and what they want to learn, and a handle on how you'll market to them.
- A compelling idea does not need to be original. But you should be prepared to look at the idea in new, fresh way.



**PASSIVE PROFIT
STREAMS**

THE BASICS OF INFORMATION PRODUCTS

REASONS WHY INFORMATION PRODUCTS WORK AS A PASSIVE PROFIT STREAM

- ✔ Can be created with little or no money
- ✔ Available via the web 24 hours a day around the world
- ✔ Can be reproduced in any quantity. Simple as transmitting a file.
- ✔ Inventory and shipping concerns are completely eliminated
- ✔ Customers get instant satisfaction in receiving what they paid for.



TYPES OF INFORMATION PRODUCTS

WHAT THEY WANT AND HOW THEY WANT IT



PASSIVE PROFIT
STREAMS

CREATING INFORMATION PRODUCTS

- Creating Information Products can be quick, easy and inexpensive (depending on what type of product you are creating). But they can also take a lot of work.
- But there is a real satisfaction in knowing that you set your mind to it, did the research, wrote the content and made your timelines.
- Primarily though, you create an Information Product for two reasons
 - Selling your product for a profit and building a customer email list
 - Giving your product away as an incentive to grow your mailing list
- Remember that you and your product are the same. Spend more of your time working on you (your personal “Brand”) so that customers learn to trust your recommendations.
- You will ultimately create and recommend many information products. Become known in the social media world. Make connections and get mentors.
- You can also partner with people who have expertise that you do not have



CREATING INFORMATION PRODUCTS

- The actual process is broken down into 4 keys areas. Each of these areas can be a specialty area of expertise on their own. Here is my basic overview:
 - Step one is the pre-work (mindset and product outline)
 - Step two is creating the actual product (putting the idea down on paper)
 - Step three is how to distribute (or market) your product
 - Step four is the “after-sale” process (how to take care of your customer and what to do next)



CREATING INFORMATION PRODUCTS – PRE-WORK

- Here are some tips to ensure you get your information product right the first time
 - Demand – Do your research to ensure there is a demand for your product
 - Forums, magazines, YouTube videos, Ezine articles, Amazon books
 - Quality – The quality of your product has to be beyond question
 - Presentation – “Your steak has to sizzle”. Bring your product to life with appropriate graphics, cover logos, font use etc. This plays hand in hand with quality. Make it look professional.
 - Repeat Business – One of the end goals of an information product is to get your customers to come back for more. Think of that as you develop your idea pool.



CREATING INFORMATION PRODUCTS – CREATING

- There are a few popular methods for gathering your thoughts as you compose your product:
- One method is “PFC”
 - P = Problem F = Fear C = Curiosity
 - Solving someone’s problem is obviously a great way to think as you gather your thoughts. (*These can be summarized as your classic “how-to” guides*)
 - Taking somebody from a position of fear into empowerment will always get people’s attention. (*This potential customer wants to be more fit because they feel like they’re heading down a road towards heart disease*)
 - Addressing the needs of the curious. Those readers want to feel what it’s like to win. They want confirmation that the impossible is in fact possible. (*How can you buy an entire grocery cart of food for \$10?*)



CREATING INFORMATION PRODUCTS – CREATING

- Another method for gathering your thoughts is the “Mind Map” technique.
- Mind Mapping is a visual tool. A graphical way to show ideas or topics.
- Mind Mapping helps you to structure your information which aids in analysis, recall and new idea creation.
- Mind Mapping avoids dull, linear thinking. This is especially useful when you are creatively trying to think of a new angle to an old problem.



CREATING INFORMATION PRODUCTS – CREATING

- How you do a Mind Map is easy
 - Start with a blank sheet of paper. In the center, write your key topic.
 - As you think of sub-topics, write them near your key topic and connect them with a line.
 - Repeat this process for as many sub-topics your mind comes up with.
- There are also software solutions available to help with Mind Mapping. Popular ones include:
 - www.imindmap.com
 - www.mind42.com (free)
 - www.coogle.it (free)
- Google “mind mapping” for additional tools



CREATING INFORMATION PRODUCTS – CREATING

- The last method to mention is the tried and true “outline”. Sometimes known as linear thinking.
- The best way to visualize this is to think of a “Table of Contents”. Except after you outline the key chapters or modules of your product, you go deeper.
- For each section you ask yourself:
 - What’s the benefit of this?
 - What are the steps involved?
 - How do you execute each step?
 - Etc..
- Then you go back and add your content under each point.
- Look at the product outline template



CREATING INFORMATION PRODUCTS – CREATING

- Here are a few other thoughts while creating your information product
 - Editing – You will need to re-read and perfect your writing. Get a trusted person's opinion on content and flow.
 - Title – Don't forget that you need a title that sums up your body of work. Something short but meaningful.
 - Domain name – Also think about your title in terms of what is possibly available as a domain name.
 - Formatting – Use plenty of whitespace (1" margins) and larger fonts (14pt or greater) for ease of reading and printing
 - Book Cover – You can do it yourself or hire someone but a catchy book cover is a must
 - [Fiverr](#) is also a great resource for book cover creation



CREATING INFORMATION PRODUCTS – MARKETING

- There are many avenues to explore as you begin to think about the marketing of your Information Product
 - Distributing your product – There are many integrated platforms which you can use as a service or try creating one from scratch
 - Sales Page – You either need a dedicated page to an existing website or a separate website just for your product
 - Using affiliates – Using affiliates is the best way to reach the largest audience in the shortest amount of time.
 - Get the word out – Promote yourself and your product by using social media, paid traffic and free traffic. Gathering testimonials about your work. Plan a giveaway or sales event. Always think of how to promote.



CREATING INFORMATION PRODUCTS – MARKETING

- Distributing your Information Product needs to be easy for you, easy for your affiliates and ultimately, easy for the people buying it.
- An example of a Distribution Platform that Internet Marketers use is www.jvzoo.com, www.clickbank.com and www.Udemy.com
- Features that you want in a distribution platform:
 - A marketplace for your products
 - Group of hungry affiliates
 - Trusted partner
 - Ease of use



CREATING INFORMATION PRODUCTS – MARKETING

- Your sales page (or Landing Page) is where your customer goes to get a solution to a problem they are seeking
- Features of a good landing page include:
 - Headline – draw your audience in
 - Your Story – Connect with your audience
 - Paint a picture – How their life will be better because of your solution
 - Building value – Bonuses
 - Offer a guarantee
 - Call to action
 - Close the sale – “PS” get them off of the fence



CREATING INFORMATION PRODUCTS – MARKETING

- Affiliates are the number one way to sell your product.
- Having affiliates to sell your product involves networking.
- Networking is key to being successful with your launches.
- How can you serve the affiliates first.
 - Emailing your list
 - Offering a download page offer
 - Sending them a gift
- Be creative and stand out.
 - Send a postcard
- Facebook networking groups and Facebook Messenger
- Posting on Launch Boards
- Find affiliates on popular platforms
 - Ezine articles / Youtube / etc



CREATING INFORMATION PRODUCTS – PAID TRAFFIC

Paid traffic is the quickest way to get traffic that you control

- Google AdWords – (Most popular, more expensive, limited on niches)
- Bing Ads (Yahoo/Bing traffic, less expensive, more niche markets)
- YouTube video ads (Targeted, lower cost per action, more flexibility)
- Facebook ads (Targeted, popular, large amounts of data and visitors)



CREATING INFORMATION PRODUCTS – PAID TRAFFIC

Free traffic is just that – FREE. There is nothing better than having a customer come to you that you don't pay for. These methods could take a little longer. But you may find you end up with a more loyal fan.

- YouTube videos (easy to create, be consistent, large amounts of traffic)
- Blogging (Great way to build a targeted audience and fan base, free traffic potential)
- Content Marketing (articles, web 2.0, press releases)
- Podcasting (Quick way to build authority)



TAKE ACTION TODAY!

“APPLIED” KNOWLEDGE IS POWER!
KNOWLEDGE IS NOT POWER

1. Everyone has a problem you can solve! Find their need and solve it.
2. What type of information product will match your skills and comfort.
3. Create your product. Think through what you want to say and make it unique to you.
4. Get the word out that you have a solution to their problem. Marketing is key.
5. Once you understand this method, you can repeat this many times over.

