

How Anyone Can Create Best-Selling Infoproducts Without Writing A Word

"3 Power-Packed Techniques For Creating Blockbuster Infoproducts In Just Hours"

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How Anyone Can Create Best-Selling Infoproducts Without Writing A Word!

"3 Power-Packed Techniques For Creating Blockbuster Infoproducts In Hours"

Introduction

It's incredibly ** frustrating ** isn't it?

Everywhere you look you here that you need to have your own products to really make BIG money online.

Sounds good doesn't it? Having truckloads of eager buyers racing to your website, hanging on your every word, scooping up your product and filling your bank account 24-hours a day, 7-days a week!

Wait a minute...

First you need an irresistible, high-profit product that nets you 300%-400% profit, which usually means you need to own that product.

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Master infoproduct developers seem to run circles around everyone else.

They release successful products week after week and month after month, building their reputation, increasing the profits and rake in more profits than you can ever imagine!

But, is it really possible to quickly create your own infoproducts?

To your great pleasure, the answer is a resounding and unqualified..."Yes"!

Can I scream a little louder, "Yes", "Yes" it is 100% achievable, and it's not rocket science!

You're about to find out how simple it really can be to create your own irresistible infoproducts -- and to the great satisfaction of my writing challenged friends -- without having to write a word!

Infoproducts! What Are They and Why Do I Want

Super question!

Here's the truth about infoproducts -- most important - why they can make you unbelievably wealthy!

Infoproducts (often known as "How To" products) are any products that share information with their audience.

That information may educate, entertain, or provide tools to it's audience.

Infoproducts are most in-demand when they help people to:

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- * Get more of what they want (money, power, prestige, happiness, adventure, sex appeal, youth, security, etc...)
- * Get less of what they don't want (going broke, being unknown, becoming older, being controlled, facing uncertainty, etc...)

Now, here's the important part...

When most people think of infoproducts they think only of books or eBooks, but they can -- and often are -- any of the following:

- * Special Reports (10-30 pages)
- * Audio files
- * Interviews
- * Courses
- * Workshops
- * Email Courses
- * Training Guides
- * Videos
- * Newsletters
- * Teleseminars
- * Webinars (Web-based Seminars)
- * Booklets
- * Books
- * eBooks

I'm certain to have left out a few, but you get the point. There are many ways to package information - most of which end up to be more profitable than traditional or digital books.

So, when we drill into the 3 power product generation methods, we'll take advantage of some of these alternative formats.

How Do You Really Make A Fortune With Infoproducts

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Granted, you could sit down and dedicate week upon week, month upon month to writing your own best-selling infoproduct - and you may do very well...

BUT, there's a much easier and faster way to develop even more profitable infoproducts

Recently, I had the extreme pleasure and awesome opportunity to interview some of the most successful online infoproduct creators ever!

Some names like Yanik Silver, Willie Crawford and Joe Vitale you may know, many others you may not have.

What do they all have in common?

Besides their incredible success developing one best-selling infoproduct after another....

They were all masters at creating incredibly high-demand products with an incredibly minimal amount of effort.

I'm speaking about products that take mere days to begin turning profits from idea to customer, don't rely on the developer being an expert, don't involve any writing and only take days or even hours to develop into profit centers that turn tens of thousands in pure profits - or even more!

You need to be able to take hot selling ideas found using techniques found in [The Ultimate Information Entrepreneur's Success Package](#) apply use these techniques to spin out best-selling infoproducts within hours or days, and then apply "[Hypnotic Marketing Principals](#)") to bring you a hoard of eager customers ordering your products 24-hours a day, 7-days a week.

Your Challenge As An Infoproduct Entrepreneur

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I bet you are being held back by one of the following obstacles:

- * You don't know what subject or topics will sell?
- * You have a life to live so you don't have weeks or months to spend developing products.
- * You are not a professional writer, you're not an expert and why would anyone buy what you produce anyway?
- * You just don't have the time - I would rather sell someone else's product, even if that means I only get a percentage of the total sale.

You'll be happy to know that there are at least 3 simple solutions to these challenges.

These are techniques that master infoproduct developers have used for years to create huge fortunes online.

Using these techniques alone, you could easily build yourself an incredibly rewarding full-time income, work when you want, as hard as you want and secure your future for years to come.

So now, if you are ready...

Let's Begin!

Super Infoproduct Generation Tip #1: Compilations

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Compilations are one of the simplest and fastest techniques for packaging your own best-selling information product to market.

There really are only three steps involved in developing a best-selling compilation infoproduct:

- * 1. Find a need or want in the marketplace
- * 2. Network to discover who the main players are in that market
- * 3. Develop a campaign to solicit MUTUALLY BENEFICIAL content others want to share to make your product.

Finding needs and wants can be accomplished by tuning in to opportunity triggers. Pay attention to comments such as:

"I wish there was a way to..."

"Does anyone know how to...."

"There has to be a better way to..."

"Can someone help me with..."

"What is the best way to..."

"Who can help me with...."

Tune in to opportunity triggers in everyday conversations, emails, discussion boards, and in meetings.

These same tools can be used to find the main players in your market space. This may take some time, though you can pose questions to your audience like "Who are the top 10 professionals in X market" Seek out discussion boards on your topics, explore seminars from experts and find patterns of names that keep coming up.

Finally, the secret to getting cooperation from the experts is to:

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- a) Get noticed. You can do this by approaching them in an appropriate way, referencing a mutual contact, offering them a compelling benefit statement, and being persistent without being annoying.
- b) Understand that you may only get the cooperation of 1 in 5 to start, but once you have one contact you can leverage their reputation to get others.
- c) Ensure you provide them with publicity and provide them a copy of your end product. In short - come up with an offer they can't refuse.
- d) Start by getting them to provide you with some advice or reviewing your product - more passive than blatantly asking them for active contributions.

The most challenging aspect will be to get the first few experts on board, then you will find the effort considerably easier.

These techniques work.

I used these exact techniques to secure over 40 "expert" interviews within a 60-day period recently - having no previous contact with these interview candidates, I was amazed by the incredible results.

You can do the same.

An added bonus of making this technique work is that you have built in testimonials, joint venture partners and future networking contacts to help build your business.

With that kind of support - your chances of success are very good.

Super Infoproduct Generation Tip #2: EXPERT INTERVIEWS

Once only an option for radio or large-scale production companies, interviews can now be done by most anyone using equipment available from your local electronics equipment store or by email.

Even better, interview products can be created very quickly - a 30-minute interview can often be completed in less than a day's work including preparation, conducting the interview, and editing to reach your final product.

I've conducted over 40 interviews with experts in various areas over the last year, each one a unique and highly valuable product on it's own.

Here are the steps to follow in creating your own interview product...

Step 1: Select A High-Demand Topic

As with any other information product, you need to start by selecting an irresistible topic, information you know a niche market is eagerly willing to pay for. The solution you present to the high-demand topic should also be unique and is best if it's based on proven experience.

For example, if you decide that there is a significant, reachable market for dog training methods - yet you find that there is already an expert who has published books on training dogs as pets. You may decide to focus on dog training techniques aimed at dog shows, or dog training methods specifically for pets with kids in the house.

With your topic in hand, you now need to find a few experts to interview and what your "offer" will be.

Step 2: Finding Key Interview Targets Armed with your specific best-selling topic area, you need to find expert interviewees.

Ideally, you want to find someone that: has directly experience succeeding with information your customers are looking for, has a good

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reputation, is capable of talking for 30-minutes without making your customers run away screaming.

How do you find experts to interview?

- * Focus on discussion groups, chat groups, meetings to find out who people are talking about.
- * Ask people in your target market who they most admire
- * Review magazines, books, and trade journals in your area of interest to find out who is most often mentioned or quoted.
- * Attend seminars, workshops, teleclasses, local meetings building your network of contacts, you'll soon find out who the experts are.

Step 3: Basic background research and Questions Creation

This shouldn't take long.

You don't have to know the entire life history of your interview targets, but a basic understanding of their work, how it relates to your subject, unique aspects of their achievements will help to make your interview more valuable.

Here's a few tips to creating truly sparkling, desirable interviews:

1. Keep your questions to 8-10. Bank on an average of 5-minutes per question. Some will take less time to answer, others more, but 5-minutes per questions is reasonable based on my experience.
2. Design your questions to be open-ended. Don't just ask questions that can be answered with a "yes" or "no". You want to engage your interview target to discuss their secrets, tips, techniques, and experiences, - it's not a test, but a discussion you are after.
3. Keep your questions short. People want to hear the speaker not you. This also takes the pressure off you as an

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interviewer, you should only have to ask a brief question with the odd prompt for more information where necessary.

4. Make sure to include your identity and 10-second commercial at least once near the beginning of the interview. You never know how these interviews will be used or how many people may be exposed. You want to be sure they know who you are.

5. Always start by giving your interview target a raving introduction. List achievements, build credibility and promise your listeners/readers that they are going to get something very special in this interview. Tell them what they will get by the end of the interview.

6. Be sure to have your questions reviewed at least 1-week prior to the interview so that you're interview target has an opportunity to comment, revise (yes you need to be wide open to revisions) and add some extra spice you may not have thought of.

Step 4: Recording the Interview

The rule here is to start by keeping it simple.

If you are more comfortable to start with email interviews, do that.

To record the interviews you'll need 3 main pieces of equipment:

1. Phone recorder: You need some way of tapping into your phone line to capture the voices. You can find such recorders in your local electronics store for under \$20 which will do fine for most interviews. The main downside is that you're voice will often be louder than your interview target - so you have to be able to live with this fact.

You can solve this voice differential problem by using a phone signal splitter - one such product I use is called the InLine Patch from JK Audio, it does run over \$200 though.

2. Recording Media. You need to record the interview to somewhere. You can run the end of your phone recorder right into your PC, into a minicassette recorder, into a higher end minidisk player microphone jack or through a mixer into any one of these recording media.

I personally use the minidisk recorder first, then later playback the interview through a mixer into my PC for final recording. That way I get the incredible quality of the minidisk system, the ability to adjust voice level and apply effects through my mixer into my PC recording software while maintaining a raw backup on the minidisk should anything happen to my PC - yikes!!

I've known good quality interviews to come from any of these 3 techniques, simply pick the method that best fits with your budget and quality goals.

3. Recording software. You'll need recording software to capture the audio to your PC, edit the software (including removing, adding or changing chunks of the interview or adding music, etc...), apply effects and ultimately save it to one of two main digital formats typically used for digital audio -- mp3 or Real Audio.

You can find many forms of recording software from low end in the shareware to \$50 range, all the way up to professional recording studio software into the thousands of dollars.

Luckily, for most audios, the shareware or less expensive software is fine.

Search the internet for music recording or voice recording software to see what's out there. I have used Cakewalk Express, Real Audio Publisher and Soundforge -you may well find many other acceptable products.

Step 5: Give Your Interviewee A Copy of Your Interview

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Depending on the terms of your partnership, you can now give your interviewee a copy of the audio.

If your intent is to use it as a viral marketing tool, then make it available to everyone and anyone.

If your intent is to market it - then consider seriously getting it transcribed, either by yourself or by a third party who specializes in transcription. But note, most customers now expect to get written transcriptions as well as audio files when purchasing interviews, so don't be caught off guard.

While this all may sound like a lot, after you conduct your first interview, you can duplicate your setup, questionnaire, and techniques over and over again to pump out one best-selling product after another.

Super Infoproduct Generation Tip#3: PUBLIC DOMAIN BOOKS

I had always been intrigued by the notion that you could find books from years, or even centuries ago where the copyright had expired, had not been renewed and full or partial rights had fallen into public domain.

In a recent interview I conducted with [Joe Vitale](#), he talked about "finding" one of his all-time best-selling books this way - with only a few hours work.

There are basically two options for gaining rights to already created works:

1. Book is NOT in the public domain, in which case you want to contact the copyright holder into another format (example, an eBook), or...

2. Book IS in the public domain, the copyright has expired.

I am NOT a copyright lawyer, and don't intend this to be definitive information on this subject, but roughly speaking, in the US, books fall into the public domain when...

- ✚ Anything published prior to 1923 - with some minor exceptions, is now in public domain

- ✚ Some books published between 1923 and 1964 where copyright was not presented properly or was not renewed and were written in the United States, MAY be in the public domain. Here's a good article on this particular category:

<http://onlinebooks.library.upenn.edu/renewals.html>

- ✚ For many other countries, copyrights are in place for the life of the author plus 50-years. This law is in place for many countries including: Canada, Japan, New Zealand and many, many others - Note: the United States law currently states the life of the author plus 70-years.

Good advice is to hire a copyright search firm to provide you information on public domain status of any work that you are looking into.

You can also refer to the US Copyright Office online here:

<http://www.copyright.gov/>

Where can you find these books?

Great sources of finding older books that you may be interested in securing rights to include: flea markets, auctions, used book stores, estate sales, and certain online sites that specialize in public domain material.

Once you have found a book in the public domain, a common exercise is to have it converted into a digital product and market it online. Many other formats are possible as well.

So what are you waiting for?

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You no longer can use the excuse that you can't write - these 3 techniques for gaining control of your own best-selling infoproducts allow you to begin expanding your online profit center immediately.

Enjoy and Prosper!

Sincerely,

Jeff Smith

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HIGHLY RECOMMENDED RESOURCES

Ultimate Information Entrepreneur's Success Package

==> <http://www.infoproductcreator.com/>

You'll waste money hand over fist, become incredibly frustrated, suck every last penny out of your bank account and

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never meet your online financial goals if you're infoproduct topics is not entirely irresistible. You will never have to worry again about whether your infoproducts will sell, leave that up to this highly regarded package.

Hypnotic Marketing Revealed - The Interview!

==> <http://www.infoproductcreator.com/hypnotic.html?sr>

Find out the step-by-step success formula behind the massive achievement of Joe Vitale. Discover how you can save yourself \$25,000 just by listening to Joe's highly effective system of online marketing. I first listened to this interview a month ago, and have already made thousands from one free publicity tip alone!

Are You A Top Player? Then You Need To Know About This...

==> <http://www.netbreakthroughs.com/>

Discover the heart and lungs of internet marketing. Terry Dean is a master list builder, expert product developer, and wiseman of what works TODAY to get you more business no matter what product or service you sell. Every Top Player I know subscribes to Terry's site - you get to network 1:1 with him through his coaching forum, get his weekly advertising tips, videos, audios and ad diaries updated every week. If you are serious about making money online, then this is the information you need.