

Discover The Secrets ...

**How to Create
Hot Info Products
Guaranteed to
WOW Your Audience
Every Time**



Work Once Wisely

Leverage your time, effort & expertise
to create more income and freedom
from your business

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www.FabulousBeyondFortyClub.com

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How to Create Hot Information Products Guaranteed To WOW Your Audience Every Time

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**How To Create Info Products;
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How to Create Info Products Guaranteed to WOW Your Audience Every Time

Special Report

Definition of an Info Product?

An information product is any product or service that you can give or sell to people to provide them with information about a specific topic, with the main attraction being 'content'.

Why Should We Create Info Products?

If you're looking for ways to leverage your time, effort and expertise and create additional streams of income through your business, then creating hot information products may just be the answer.

Regardless of your business, there is always opportunity to include additional revenue streams and take your business to the next level.

Benefits of information products include:

- Add more variety to your business portfolio
- Repurpose or repackage your knowledge
- Create additional streams of income
- Do the work once and be paid over and over
- Reach a wider audience
- Increase communication and marketing opportunities
- Position yourself as the expert in your niche
- Have customers scrambling to work with you
- Build your list with highly qualified leads
- Establish your credibility
- Gain more referrals
- Eventually turn prospects into life time customers

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Benefits of Digital info products include:

- Virally market your main business
- Increasing your profit margins
- Inexpensive and easy to produce
- Inexpensive and easy to distribute
- No inventory required
- Helps you create an automated sales machine
- Opportunity to make even more money

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What Are Info Products?

These are tools that allow you to leverage your

TIME + EFFORT + KNOWLEDGE

For \$\$\$\$\$

Providing the opportunity to shift your business model from

One to one To One to Many

Info products come in many forms and may include:

- | | |
|------------------|-------------------|
| audios | assessments |
| interviews | newsletters |
| special reports | tele-classes |
| e-courses | videos |
| books | articles |
| card decks | webinars |
| board games | homestudy courses |
| e-books | group coaching |
| reference guides | seminars/workshop |
| how-to guides | live events |
| training guides | public speaking |

Can you think of other ways you can repackage your knowledge?

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How Do I Create Info Products?

Some challenges that may be holding you back:

- I don't have the expertise to create my own info product
- I don't know where to start with making a product
- My industry is difficult to create a product for
- There's already so much offered in my target market
- I don't know which subject will sell
- I don't have the time to spend creating a product
- I don't have the technical expertise
- How can 'little old me' compete with the experts?
- Who would want something I produce anyway?

Do you have any challenges? If so, what are they?

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Reframe these objections into positive.

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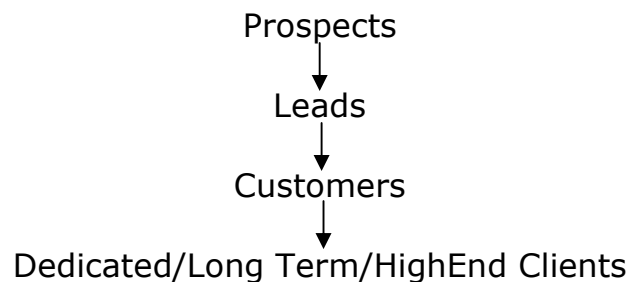
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Before you begin thinking about your info products you must:

- Be clear on your vision for your business
- Identify your target market and who you serve
- Know what problems or challenges do they have
- Identify the ways to solve their problems
- Create your roadmap or action plan
- Be passionate about what you're doing

Info Marketing:

For info marketing to be effective and grow your business, it is important to build relationships with your potential AND existing clients or customers. This process follows a system as outlined below.



We understand that you have a unique set of skills and knowledge that a lot of people out there want, need and if they could get it, would benefit greatly. This group are your prospects.

In order to attract prospects, you need to be visible. Your marketing efforts are your first step to finding these people and having them come to the top of your marketing funnel. Offer a free item such as a special report, your newsletter, a free audio or similar in exchange for their name and email address. These people now become leads.

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As you build trust by continuing to provide great information to your leads, they will want more of what you offer. This is the time to introduce a low to medium cost option for them. You will help provide a solution to their challenge, but a percentage will always want to still learn more.

The progression down your marketing funnel continues with the percentage of customers becoming less yet the quality and amount of information desired is increased.

The final stage of the marketing funnel is where your income begins to explode. These high end clients love what you do for them and become your dedicated fans.

Using information products in your info marketing strategies create your marketing funnel eg;

Coaches, Consultants, Trainers, Teachers & Service Professionals

ATTRACT CUSTOMERS TO YOUR MARKETING FUNNEL

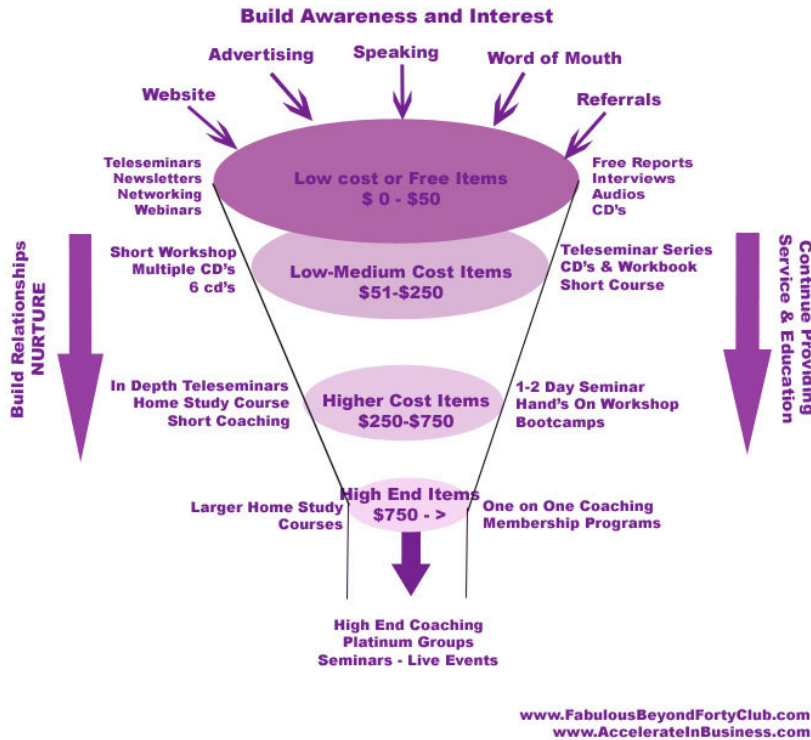


Fig: Marketing Funnel

So, let's begin making our first info product.

The easiest and most effective products are made when you create your product around something you already know.

When you began your business, or began thinking about the idea for your business, or think about your passion or hobbies, what questions or challenges did you have?

Example – beaded jewellery business:

- Where is the best place to buy the assorted beads?
- How can I make my own?
- What's the best method to clean them?
- Are some beads better quality than others?
- How can I start my own bead jewelry business?

You now have chapter headings for your

How to Guide or **Special Report**

If you have more questions, include more headings or chapters. Include tips under each heading and you have your first short product.

Flesh out and expand each heading for creating an

e-book or **e-course**

Use each chapter and create a **teleseminar** series.

Record the teleclasses live or the chapters on your own computer and you have an **audio** course.

Teleclasses with interaction from participants are great and can be **recorded**.

Have your recordings **transcribed** creating a manual and copy your audios on cd's and you now have the value added transcript that goes with your audio.

Conduct live workshops which can be filmed creating **dvd's**.

Package your cd's, dvd's and manual and you have a **home study course**.

Package your cd's, dvd's, manual with one on one coaching and you have a **high end personalized jewellery making course**.

See how the same information was 'fleshed out' and repurposed to create multiple products, and therefore opportunities for multiple streams of income

It's now your turn:

When you began your business, or began thinking about the idea for your business, or think about your passion or hobbies, what questions or challenges did you have?

1.
2.
3.
4.
5.

Congratulations, you now have 5 chapter headings for your first info product eg special report, audio, instruction or 'how to' guide which you can flesh out to create an e-book, e-course, teleseminar series etc.

How do you know what your target market really wants?

- Survey your list and ask
- Use some keyword tools and see what they're searching for
- Visit online forums, directories, blogs and newsgroups

(For Resources and some ideas to search, see page 20)

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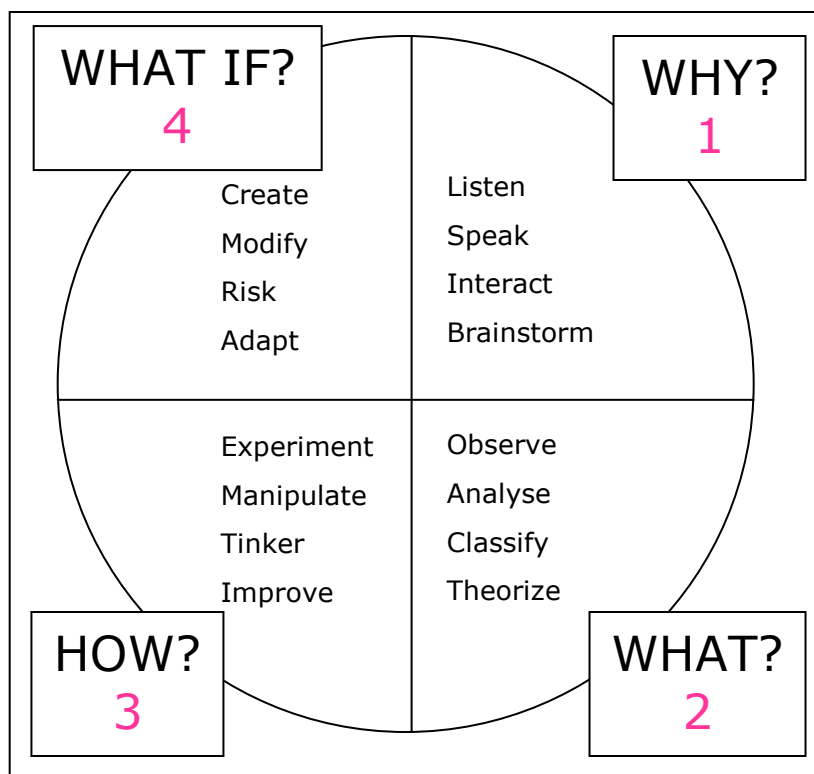
Imagine the possibilities of leveraging your time, effort and expertise through introducing info products to your business?

The 4-Mat System

Formulated from studies by Bernice McCarthy in 1979 when she created the 4-Mat method of learning.

- This system deals with and specifically addresses individual differences.
- Provides specific instruction that attracts each individual.
- Connects to learners
- Provides relevant information
- Offers an opportunity for practice
- Allows for creative adaptation of material learned

The 4-Mat system is designed to capture the interest and attention of all different learning types, and the priorities of each 'type' are set out below.



Each area must be addressed in this order –

Why – What – How – What if?

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To create a successful product using this 4Mat system, answer these questions.

- Why do I need to know this? What's in it for me? (Why people)
- What is the content? What specifically am I going to get out of this? What are you going to teach me? (What people)
- How will I use this? How does it work? How can I try this out for myself? (How people)
- What possibilities will this create in real life? What if things don't go as expected? (What if people)

Why learners

Why learners need the practical benefits of a topic before they become interested. They need to be addressed early in the presentation – just enough to pique their interest. Present the core benefits or What's In It For Me? Why learners like to **listen, speak, interact** or **brainstorm**. They like the answer to 'why?'

What learners

A **what** learner might say 'just give me the facts'. This is where you give the nuts and bolts of your topic. Tell them what it is with the facts and offer a metaphor (which is a story) as an example. This group prefer to **observe, analyze, classify or theorize**. They like the answer to 'what?'

How learners

A **how** learner will tell you 'just do it' – they need to know how things work, like finding practical uses for ideas and theories and they need to try things out. This is the part where you outline the steps or strategies in how your information works or provides solutions. The how people prefer to **experiment, manipulate, tinker or improve** and like the answer to 'how' your solution or products works.

What if learners

The **what if** learner takes all of what you've presented and looks for ways to apply it in their lives. A good example is closing with a Q & A section because this type want to get clarity on how they can take what they've learned and use it in the real world. If it's a written product with no possibility of a Q & A, this is where you can place your call to action, to allow the reader to implement the information. This group prefer to **create, modify, risk or adapt** and like to imagine what if.

To create a successful product using this 4Mat system, answer these questions.

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- What is the content? What specifically am I going to get out of this? What are you going to teach me? (What people)
- How will I use this? How does it work? How can I try this out for myself? (How people)
- What possibilities will this create in real life? What if things don't go as expected? (What if people)

Mini What

I personally like to add an introductory or pre-4mat section titled the **MiniWhat** right at the very beginning. The mini-what is a very brief description of What the product or presentation is called and is a great time to include a definition, brief outline or quote of what is to follow.

Now that you've heard the theory, let me show you how to put it all together as I have with my elevator speech.

*My name is Danette Hibberd, Founder and CEO of FabulousBeyondFortyclub.com (This is the **mini-what** – short brief definition)*

*"You know how many female entrepreneurs experience overwhelm and frustration as they want to earn more money and more freedom in their business?" (Whetting their appetite and telling **why** they should listen further)*

*"Well, what I do is help women in business and solo professionals leverage their expertise to create a sustainable, profitable business" (that's the **what**)*

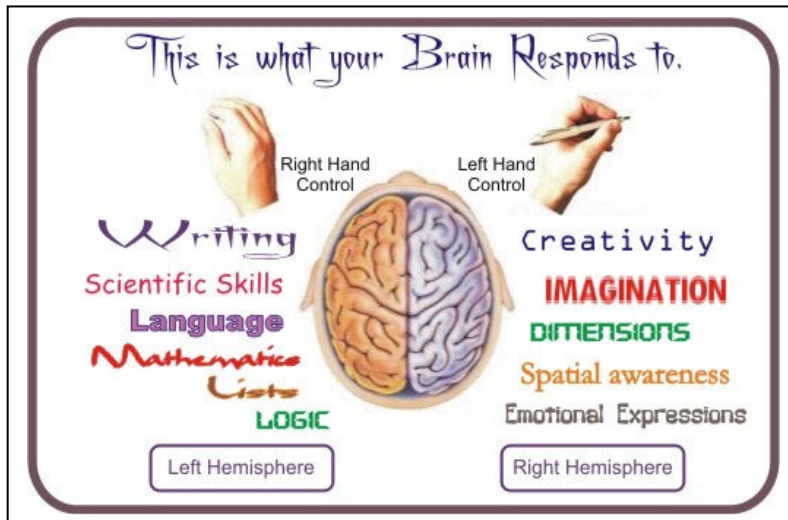
*"I do this by taking them through a step by step process that includes gaining clarity with their mindset, identifying their target market, branding their brilliance as an expert and implementing strategic marketing plans and tools for success." (there's the **how**)*

*So, let me ask you, how do you see creating more income while working less hours being a part of your life? Do you have any questions? (and I close with the **what if..**)*

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Right & Left Brain:

As we know, we have two sides of the brain and your info products will be so much more effective when you address both sides.



Keep the right side of the brain 'happy' by telling stories, anecdotes or quotes, especially in the 'what' section. Using metaphors are extremely powerful – consciously removes a person yet relates unconsciously.

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Frequently Asked Questions:

What Topic Do I Choose?

Pick a topic that you know will solve a problem or provide a solution that your clients know they have that will either save them time, money or lost opportunity. Keep it to ONE topic and keep it simple.

I Need More Content. What can I do?

Using Private Label Rights (PLR) material can sometimes assist in the writing process, but be careful not to use it exactly as you find it. There are thousands of internet marketers using PLR content and if you decide to use some yourself it will need reworking. Make it unique, in your voice and an article or product you would be proud to call your own.

Do I Have To Write It Myself?

No. You can hire a ghostwriter to write it for you. This person will not take credit for the work, and their name will not appear anywhere on the product. Check www.elance.com and select a writer after thoroughly checking their portfolio to preview past work and make sure you are clear with your requirements.

Instead of writing, consider conducting an interview with an expert in your niche. Ask questions via email or record an audio. You could then offer an audio, as well as having the audio transcribed for the written format.

What could I possibly have to say about my topic?

There are many people who want to hear your unique slant on your topic, even if there is a lot of information out there. Consider what questions or challenges you had before you acquired your current experience or skill level. There are probably a vast number of people who still have those questions or challenges.

Start with –

- How to solve a problem
- How to do something unusual or new
- How to develop a new skill
- How to save time
- How to make money
- How to increase enjoyment

Lists, FAQ's, Top 10's, Case Studies are also popular.

Is the title of my product important?

Absolutely! As the internet becomes a hive of products and resources, you need to make your product stand out from the crowd. Although you want a catchy title, make sure the content is obvious. You don't want to mislead your customers.

If I give too much information for free, will people still want to buy my products?

This depends on the quality of your free product/s. If you give great content, your prospects will want to come back for more. Conversely, if you scrimp on passing on information, they will more than likely think you don't have the expertise they need. Always provide good content, and you can upsell to bigger and better products in your marketing funnel.

My niche has many competitors, so should I avoid creating products where there is competition?

Competition is good as it proves there are buyers who want what you offer. Take some time to research your competition and produce your product with a different slant, or something better than what is already out there. Why go to the effort and expense of creating something where there is no competition? It more than likely means there is no market or not enough to be profitable.

How do I get started?

Begin by creating an information product you can use as a lead generation. This first product will more than likely be free so you can begin attracting prospects to your business.

1. Identify your target market
2. Select the topic that they really want information on or a solution for
3. Interview an expert in your niche or create a short pdf special report
4. Write your promotional material and get it out there.
5. Work on your further development of products to be in your marketing funnel
6. Continue to expand and test your market

Imagine the day that you hold your very own info product in your hands. See the result of your work and feel the sense of achievement, the pride, and the confidence.

Just being aware that you can use it to attract more clients and begin creating passive income has you knowing that you are moving forward.

This really is the beginning of creating your info product empire – leveraging your time, effort and expertise to gain more income and more freedom from your business.

The complete course including step by step guide, outlining the complete system to productise your services into multiple streams and to develop a logical sequence of products and programs, templates, resources and much, much more – get ready – “How to Create Hot Info Products Guaranteed to WOW Your Audience Every Time” is [coming soon](#)

Notes

Resources for Research:

- Favourite Keyword Tool
- Google keyword Tool
<https://adwords.google.com/select/KeywordToolExternal>
- Google Adwords
- Google Groups
- Forums
- Blogs
- Directories
- News
- Offline Publications/Magazines
- Answers.Yahoo
- Amazon
- Ebay
- Clickbank
- Aricle Directories
- Surveys/polls

Resources for PLR:

PLR Wholesaler - <http://tinyurl.com/dyg2dl>

All Private Label Content - <http://tinyurl.com/bdom6m>

Niche Content Packages - <http://tinyurl.com/cuokyb>

Resources for Technology:

Resources I use –

Adobe Acrobat (full version)

Pdf995 – Free - <http://www.pdf995.com/download.html>

Open Office – <http://www.openoffice.org/>

Microphone – Logitech headset microphone

Audacity - <http://audacity.sourceforge.net/>

Audio Acrobat - <http://danette.audioacrobat.com/>

Overseas Phone Card (Ring) - www.ephonecards.com.au

Conference Calls - www.allconferencecalls.com.au

Telephone Recording Adaptor – Trillium REC-ADPT

Autoresponder - <http://success-1.aweber.com>

Shopping Cart - <http://tinyurl.com/af24rz>

Paypal - www.Paypal.com which also accepts credit card payments.

The complete course including step by step guide, outlining the complete system to productise your services into multiple streams and to develop a logical sequence of products and programs, templates, resources and much, much more – get ready –

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I'm Danette Hibberd, founder of www.FabulousBeyondFortyClub.com and www.AccelerateInBusiness.com, which offer a community for female entrepreneurs, solo-professionals and women in business to discover strategies, tools, resources and solutions to leverage your expertise and fast track your journey to creating a sustainable, profitable business.

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If You're Ready To Work Together To Prosper In The Current Economy, Mastermind With Other Entrepreneurs PLUS Access Over \$200,000 Worth Of Recession Busting Resources...

Join www.FabulousBeyondFortyClub.com today to be a part of a community of female entrepreneurs and solo professionals

Become a Platinum member and enjoy a power packed program designed for those with an insatiable appetite for success. Let me 'take you by the hand' to create more income and more freedom from your business.

**Next Call – March 17, 2009 –
“How to Eliminate
Overwhelm and Be More
Productive In Your Business”**

**Discover the tools and strategies to work
more efficiently and effectively**

**On this call I’ll be interviewing Australia’s No 1
Productivity Coach – Lorraine Pirihi, known as
the Productivity Queen.**

You will hear -

- Why we need to eliminate overwhelm and gain focus on what is important
- What are the strategies to work more efficiently and effectively to achieve our desired results?
- How to utilize tools and resources to fast track your success
- What possibilities will be opened up for you as you leverage your time and efforts and become more productive?

The information Lorraine will share will enable you to have more clarity on what is important, how to schedule your tasks to avoid overwhelm and how to easily be focused on moving forward.

I look forward to sharing Lorraine’s powerful tips with you.

[Register and join in for this important call.](#)