

The Complete Mentor

You Can Never Give Out Enough Good Will Changing One Life At A Time

Unit One

Selling Information On The Internet *Getting Started Selling Information!*



Unit 1 Getting Started Selling Information!

Unit 2 Making Your Product!

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**Unit One:
Getting Started Selling Information!**

Inside this first lesson, we're going to cover the key factors that a lot of people totally overlook:

- Big picture of information marketing
- Blueprint for Internet success
- Brainstorming how to take your existing content or expertise and make it much more saleable online
- Choosing a title
- Researching markets and lots more...

It's critically important to start with a big picture and it may also require a shift of mindset in most cases. Now you do not have to agree with yet but it is important to have accurate thinking. (Side note: This was one of Napoleon Hill's key concepts in 'Think & Grow Rich' which most people gloss over.)

One of the big reasons you signed up for this program was to make a good money from the Internet and you cannot do that without understanding one simple fact. Here it is, plain and simple: **YOU ARE AN INFORMATION SELLER.** Please repeat that.

You are not a book author – you are an information marketer. It's okay at cocktail parties to say you are an author but in your head you need to understand you are information marketer. That means your expertise, your content, your skills, etc do not just need to be contained in a 6" x 9" perfect bound book. That is the worst way to get rich. I need to be very blunt about this even if you might not want to hear this.

Let me ask you a question – Why do people buy your book?

If you have a non-fiction book – the correct answer better have something to do with a solution to a problem or some kind of benefit. People could care less that their solution or benefit comes inside the pages of a book. Frankly, they'd rather have the answers and information contained in your book inside a little purple pill they swallow.

I think once you see the “big picture” I’m presenting you’ll gain an incredible insight and really have a whole new world open up. Just trust me a little, ok?

First thing is the “**Information Marketing Funnel**”. Think of this like an inverted pyramid and the narrow end of the pyramid is on the bottom and the widest part is on top. So in this way you would have an entire range of products of increasing price (i.e. \$19-\$5000) to fill up your info funnel. The widest part of the funnel is the top and this would be people that buy your regular “book store” book or regular ebook and then the funnel would progress with something like a home-study course, then perhaps a bigger package, then maybe a seminar and then perhaps coaching. That’s one such possibility and there are many more.

Notice that on each rung on the product pyramid the price goes up and so you obviously have less people come in each group. But don’t get hung up on a logical progression people can come in at any point of your funnel.

Take a look at the powerful economics at work here...

How many \$35 books teaching you to handle a homeowner’s claim does it take to gross \$1,000,000? 28,571 books sold! Wow – that’s a lot.

But let’s see how many \$150 home study courses with your book plus 2 DVD and a debt management package also you have to sell to make that mil. Only 6,666 sets.

How about courses that teaches people to become public adjuster at \$2,500. Wow only 400 to make that mil.

Just imagine dealing with 28,571 + customers, the headaches, the customer service, etc. But having 6,666 + customers who are paying you \$150 is a lot easier. But having 400 + customers paying you \$2,500 is like having a fairy god mother. This is not an entire course about information marketing – however I want to open your eyes that you need to keep providing additional and increasing opportunities for customers to go deeper into your funnel and spend more with you.

On ward.

The next main section on your mind map is **“Make It More Saleable”**. This is pretty important and we’ll cover this more in Week 2 however let me hit a couple high point. I mention “niching” your content and getting more money for it. Here’s an example, if you have an organization book for everyone you could charge about \$20. Now if you took that same content and tweaked about 10%-15% of it and made it “organization for realtors” or organization for doctors” or “organization for MLMers” – you can charge multiples of the original price.

Next, the title of your product is critical to your success.

Most people do not give this enough focus or attention. They come up with a cutesy title or something that means something only to them. Wrong.

Fact is a good title is a work of genius.

That’s what Emanuel Haldeman-Julius said about changing the title of a book to increase sales. And he should know, he’s the guy who single-handedly sold more than 100,000,000 “little blue books” during the first part of the 20th century (Yes, I said 100 million copies).

His book entitled “The First Hundred Million” gives a rare glimpse into how to use certain tested title words to increase your sale. In fact, his book is one of the most scientific studies of what a title change can do for your sales.

The most remarkable thing is that Haldeman-Julius simply advertised his books by title alone. There was no selling copy, only the title of the book. That’s it.

So before you decide on any haphazard title for your next work, you might want to take advise from this savvy marketer.

Haldeman-Julius had a policy in his business – if a title didn’t sell over 10,000 copies a year it was sent to a place in his office called “The Hospital”. Inside the Hospital he went to work coming up with a new title for the poorly selling book and re-releasing it. If the revised title didn’t sell, the book went into the ‘morgue’.

He tells about a book originally being titled “The Art of Controversy” which never really sold until it was changed to “How to Argue Logically” and then it leapt up to 30,000 copies. The amazing thing is that nothing else was changed inside the book, just the title.

And from this “in the trenches” research, Haldeman-Julius discovered certain title words that could increase the sales of almost any book when applied. For instance the words

“The Truth About” increased sales for one book starting its publishing life as “Patent Medicine”. This book by Dr. Arthur Cramp only sold 3,000 copies in 1925 but when the title was changed to “The Truth About Patent Medicine” it rose up to a respectable 10,000 copies.

Therefore the words “The Truth About” are magical.

Next, he found the words “Life” and “Love” to work well. Followed by the worn, but still very powerful phrase “How To”. Books with “How To” in the title were almost always placed at the top of his sales list. Take for example, the title “How to Psycho-Analyze Yourself” sold 43,000 copies while a similar title “Psycho-Analysis Explained” sold 5,000 less copies. And the title “How I Psycho-Analyzed Myself” managed to attract only 13,500 buyers.

What’s more, Haldeman-Julius discovered the public was (and still is) clamoring for facts. So the words “The Facts You Should Know” proved a big winner.

When coming up with a title for my book Getting Your House In Order I never thought that people would think that the book was about organization of your home and not about homeowners because of the photo on the book.

When people see the book they know what it’s all about. But I always wanted to have a better title. So your first assignment is to think of a better book title for Getting Your House In Order and submit it through the ASK page on the audio ebook. I feel it is easier to work on something that you’re not attached to. I will give you what the group comes up with and we will vote on it.

Okay and the last thing on the making your work more saleable is **picking a saleable topic**. Now I certainly realize most of you already have topics and subjects you work with however this matter still does require some thought. And that’s especially true if you are deciding between several projects to pursue with this eClass (or anytime in the future on your own).

I want you to focus on something you can sell over and over again for many years – so don’t look for the next fad. Here are 7 big moneymaking topics:

1. How To

“How To” is one of the best sellers. If you know how to do anything, if you know how to fix your bathroom sink and make sure it stops leaking forever, that would sell. “How To” is great.

There are over 7,000 books in print with the titles starting with “How To” – and there’s a reason for that. It’s because “How To” books really sell! Also, if you start with “How To” in the title you are almost forced to put a benefit after that.

Ted Nicholas, one of the greatest direct marketers sold over 1,000,000 copies of his book “How To Incorporate Yourself Without A Lawyer For Under \$75.” My guess is you could sell a digital product of the same ilk and make a ton of money.

2. Self Help/Relationships

There are lots of people looking to improve themselves. Topics you see in the “self help” section of your bookstore are good sellers.

3. Business/Financial

Money and financial topics are another evergreen bestseller.

There are lots of top titles with the word “Millionaire” in it. “The Millionaire Next Door” and “The Millionaire’s Mindset” are just a few. Business books are always popular because the goal of achieving greater profits and efficiency is perpetual for business owners. This is a good marketplace for expensive products because if I can teach you how to buy an investment property and make \$100k – it sure would be worth \$500 - \$1000 for my course, right? You get the idea.

4. Moneymaking

Material that shows others how to make extra money or big money is still in big demand. It can be a straight moneymaker like “Get paid to surf email” or something that is a bit more skill based “How to make money writing children’s books”. Making money topics or business opportunity topics will never go away. The other great thing about this topic is that you charge large sums of money and still provide a tremendous value.

5. Health/Fitness/Diet

Health and fitness is a HUGE market. If you think about beauty tips, weight loss topics, and fitness you’ll quickly realize how vast this market is.

6. Skills Improvement/Training

There is a vast market for skills improvement from anything to vocabulary help to speed reading and math skills. And I’ve seen some interesting digital learning products for school aged children to adults. Skills also include subjects like painting and photography which are good sellers.

7. Entertainment/Travel/Lifestyle

The last topic is always popular but I'd place a warning on it. If you were considering an entertainment project I'd be extremely careful because what people consider entertainment can change in an instant. Travel is a good topic and something I just saw is guidebooks are now being made available for people's Palm Pilots. Smart!

Okay moving on to the left-hand side of the Mind Map...

Starting at the top left we are going to talk about your options for either digitally delivering or physically delivering your information.

Digital setting everything up so that your computer does all the hard work for you.

Your computer takes the order, processes the credit cards, and delivers the product and then deposits money in your bank account – all without you lifting a finger. It's like having your own perfect moneymaking machine working for you're tirelessly day and night. Pretty cool, right? That's definitely where we are heading.

But there is one more option which I do think you should strongly consider and that is physically delivered products and the reason is simple – you can charge more for it. With digital-only products there is a price ceiling of about \$150 (more if you are selling very specialized information).

But with physical products – the sky is the limit. Let's cover some of the incarnations of both digital and physical so you can get better idea of what's possible and what's best suited for you.

Digital:

1. **Ebooks** – Electronic books download on your computer either created using an ebook compiler or as a PDF (portable document format) file.
2. **Membership Sites** – access to a private membership site protected by passwords.
3. **Templates/Tools**- these are pre-made tools and templates for people to use right away.
4. **Research information** – researched information of hard-to-find sources, resources, directories, etc.
5. **Newsletter** – Deliver your newsletter content online to a subscriber-only area of your web site.
6. **Directories** – Useful directories people are looking for

7. **Content** – delivering content for other sites to use
8. **Audio files/MP3s** – delivering audio content to paying customers over the web.
9. **Online Learning** – provide valuable learning advice to students, anytime, anywhere.
10. **Software** – a little more complicated to produce but still fits our model.

Next, on the physical side you can have:

1. Reports – These are usually smaller than full-length books.
2. Video – Homemade video or “guerilla video” is fine. A guy named, Matt Furey, at www.matfurey.com will do over \$3,000,000+ this year selling his own videos. Trust me, these aren’t Hollywood quality and they don’t need to be.
3. Audio – Recordings of phone conversations or going into the studio to create CDs is a good product.
4. Teleconferences – One of my favorite products. You can do group teleconferences and charge people for access to a one-time call or a series of calls. Then you record it, get it transcribed and turn into a product. The best part about all this is you get paid to create product since people are paying you ahead of time for access to your calls.
5. CD-rom – Anytime you have a mass amount of information or computer software, CD-roms are a good choice.
6. Home Study Course – This is where most authors I know miss a golden moneymaking opportunity. If you put together your same “core” information into a 3-ring binder, add a few audios, perhaps a video and maybe a workbook- you’ve got the makings of a higher priced home study course.

Side note: This eClass does not center around physical product creation however I do want to make this point very clear to you – your physical product (if you choose to have one) does not need to look beautiful. In fact, in many times a beautiful product will hurt you. Just think about your own book. I bet it is perfect bound with a glossy cover. I’m sure it looks great but it also has a built-in perceived value. Show it to 10 random people and ask them how much the book is worth. I bet you the biggest steak in Texas you’ll get answers in the “typical bookstore pricing” band. Maybe \$12 - \$30 bucks, right?

Now put nearly the exact same information into a 3-ring binder, add a few audios, add a few reports, etc and ask 10 people again. I doubt you’ll get the same responses.

Auxiliary Profit Centers.

Firs one I've listed is teaching others. Many of you have the opportunity to teach others how you did something and this is a really powerful parallel track you can create. So let's take for example, one of our eClass students who are a professional photographer. He has his own work which he can sell to the public but he also has his core skills which he can teach others photography his personal techniques and he can also teach other.

photographers how to profit from their work. So this can include online information, home study courses and even live weekend workshops or bootcamps.

Plus, another aspect of this which may work for some students is if what you "do" can be turned into a moneymaker or business opportunity. So for instance, if you are a successful Feng Shui expert and you've made \$100/hour working with Realtors to help them consult home owners – you could turn right around and tell this knowledge to others.

You do training to teach others to make \$100/hour in their community doing the same thing and you provide them everything they need to do it. (The more turnkey the better.) One option on this is that you can establish people who go through your training as certified " _____ " and that could also require a yearly license agreement and ongoing now you can be creating multiple streams of income centered around the same skills and expertise. This applies to a lot of people in this eClass.

Nearly everyone I know discounts their own accomplishments and knowledge. If you are better than 75% of people out there you should be teaching. You don't need to be the #1 world expert.

The next auxiliary profit source is **speaking**. Speaking can be very lucrative and fulfilling. Now on the other end of the spectrum you can use speaking as a way to sell your products at the back of the room. I've do this anytime I decide to speak and it's definitely fun to walk away with \$10,000 - \$20,000+ for one hour's work. Getting good at "platform sales" is really a whole art in and of itself.

Licensing content is next on our hit list. This is more common than you think and certainly a nice income center. I know people who have licensed a lot of content in their own information business. They had companies approach them and ask to reprint certain reports they put out and they paid them \$1000/month just for the privilege. Other times, they also sold entire reprint rights of certain packages so people could purchase these and have everything they need to sell their own information product and keep 100% of the money.

"Done it for them" is another profit center you can create from your core expertise. In many cases, people will read your books, manuals, etc and still want you to do it for them. That's fine. You should (if you are willing to) have a package option where people can get the results they want by just writing you check.

Next on the list is **Sponsorship**. Believe it or not you can corporations pay you to mention their products. There is a dentist who gets an extra six figures a year just for one slide in his presentation he makes to other dentists all across the country. Similar to sponsorships you can also **sell advertising** in ‘media’ that you control. If your website gets good traffic and is very specialized you can get other companies to purchase advertising. Or if you put any kind of publication – you can certainly sell advertising there.

Coaching can delivered as one-on-one or via group. A lot of people want a “kick in the butt” and someone to be accountable to – so that person can be your (or people you train). Coaching is huge and people really like it since it helps them get results. Considering all the best athletes have coaches there’s no reason coaching can’t be carried over to your topic or expertise.

Consulting is another “manual labor” type activity but in this case it’s usually by the hour. Personally, I don’t do that much consulting because that means my income is limited by the number of hours I can put into it. But on occasion I do consulting for \$600/hour.

Finally, on our Auxiliary profit centers we come to “**Big Payday Events**” Pay attention here. With a little imagination you can set up events like retreats, summits, workshops, bootcamps, etc for big profits. This a great way to get 30, 50, 100, 200, or more people paying you \$500, \$1000, \$2000 or more. Don’t underestimate and undervalue how much your marketplace will spend on a live event. Typically you’ll be surprised. I just did one for 3,975 and the room was packed for a very specialized topic of copywriting for the Web.

Okay that covers our Mind map but before we move on I want to make sure you really grasp how powerful this one single page is. Let me give you a few examples so hopefully this will really resonate with you. (Of course, I’m making up prices but these are reasonable.)

1. Photography

Topic: Skills and money making:

- \$49 ebook on certain photography techniques
- \$199 course on how to sell your photography
- \$499 weekend workshop combining skills and moneymaking
- \$5000/year “mentorship” and coaching program for only 10 students

2. Relationships

Topic: relationships

- \$39 Relationship ebook
- \$100/month group telephone coaching
- \$1000 weekend “romance” retreat limited to 10 couples

3. Organization

Topic: skills and moneymaking

- \$19 ebook “taming your desk”
- \$149 1- day seminar “ de-cluttering your life and getting more done”

- \$149 manual “taming your desk _ realtors, doctors, lawyers___” (several niches)
- \$299 manual “how to make \$50/hour de-cluttering people’s lives”
- \$1000 boot camp for people interested in being full-time ‘de-clutters’

4. Foreclosure

Topic: Investing/Business

- \$97 e-manual with \$99 upsell to hard copy
- \$499 home study course (big manual and audios, etc)
- \$499 6-part teleconference series with top foreclosure experts
- \$3000 weekend boot camp
- \$15000 “Protégé” program where you do deals together for one year

Do you see what I’ve done here? Instead of just selling your information and expertise in one way – you can branch out and make multiple streams of income from the same core content. Think about how these examples apply to you if I didn’t mention your topic. Please don’t call me up and say “my topic is different” or “people won’t pay more than \$20 for my info”. Wrong! Wrong! Wrong!

They definitely won’t if you don’t offer anything more expensive to them. Make a commitment to try it.

I know lots of people doing incredibly well with topics that you probably would think couldn’t command a premium. One quick example. Here’s a guy John Alanis (www.WomanApprochYou.com)- He sells his regular ebook for \$39 but he also steps people up to a \$499 ‘home study’ course with more advanced information. And he’s moving upwards in price too, I know he’s got seminars and workshops in the works for his customers.

Let’s keep going with the Interner blueprint I created to help you visualize what your web site will be when we’re done.

Instant Internet Profits Blue Print for Success

I want to give you a diagram of the entire flow of your web site’s business. This will help solidify in your mind exactly what we’re building for you on the Web and make it more concrete for you. Take a look at this diagram and study each part very carefully!

You’ll see all Internet users/surfers are big pool on top. From that pool we have 5 major ways (I’ve found to work best) that we’ll siphon out some of those surfers to our site:

Paid Advertising

There are several major avenues of paid advertising – you can pay for banner ads, text links, pop – ups and co-registration names.

Direct Email

This could be doing email marketing to opt-in lists (not spam), advertising in Ezines, paid banner advertising, etc.

Search Engines

This involves getting traffic from high listings in search engines and pay-per-click search engines.

Publicity/Ezines

Free publicity offline and free publicity online (like getting published in different Ezines), getting listed in specialized directories like About.com, etc.

Discussion Groups

Posting answers to discussion groups and leaving your link.

Your Affiliate Program

This is where you can have hundreds, even thousands of web sites all selling for you. Affiliates will be able to use links on their site, banners, email endorsements and other ways we'll cover to send massive amounts of traffic to you.

Now with these 5 major sources of traffic flowing to our site – you'll see there are two paths visitors can take. The first is the 'maybe' path and the next one is the 'Yes' path.

Maybes

Maybes are prospects who aren't sure and don't want to buy yet (we'll cover tons of ways to help reduce this percentage) and it's very important to capture their contact information (i.e. email) so that you can follow-up with them and create revenues even if people say 'maybe' or 'no' and leave your site.

You'll see for the 'maybes' our goal is to capture email address by sending them a free report and then a subscription to our Ezine (there's a big secret that almost nobody else is doing that you'll hear soon). Once we capture email address we redirect them to the page with several recommended resources that make us money. This way we get money even from people exiting.

Then the people that receive the free report followed by the free Ezine subscription will receive endorsed offers and emails about other products we sell. More revenue.

Yes

Next, the ‘yes’ people, the guys that decide to order you should create an additional ‘bump’ or ‘upsell’ right before the order takes place. Our upsell (we’ll cover fully later on) is producing 25% - 40% conversion rate and is increasing profit by 50%. It’s incredible that we didn’t have it like this until recently – that’s why you’ll be able to start so far ahead of where I was. (I wish I had material like this when I started.)

Then you’ll see how the diagram continues with additional backend revenue sources:

List rentals

You can rent out your list and get about \$100 per thousand names. (I don’t do this but you may consider it.)

Backend products and sales

You can and should be coming out with additional products and services for your existing customers.

Endorsement offers

Additional backend sales are the result of endorsing other people’s products and services for a percentage deal (Yes, even your competitors!)

As we keep moving ahead with the lessons you’ll see how we set up much of our follow-up for ‘maybe’ prospects and for our customer list (the yes’s) on autopilot. But for now, you must have this diagram in your head.

Okay, moving on, I know you all already have good topics (or else you wouldn’t be accepted into this eClass) but I suggest you read this section for important points to ensure your success.

Ready?

Good.

****Getting Free Out of Your Head****

Let’s talk about some lies and myths before we really get going. You have been taught giving away free stuff on the Internet is best way to make sales, right?

Wrong!

Free doesn’t work! Free absolutely sucks!

I don’t like giving away anything for free (actually that’s not quite true, but we’ll talk about that exception shortly). My entire site (www.thecompletementor.com) is almost one long sales letter. I want you to get that in your head. It’s *just* a sales letter.

Who would’ve thought? But I can assure you all the “big hitters” who are making a good amount of money on the Internet have taken this approach – and there’s only one reason – it works!

Everything On The Internet is Free So Why Would Anyone Pay?

Have you ever said that yourself?

Shame, shame on you! Banish that thought!

There are lots and lots of people willing to pay for your unique information. Trust me, I'm living proof!

One of the biggest problems today is that everyone is experiencing information overload. So if you've got some specialized information, people are definitely willing to pay for it. Right now, time is more valuable than money, so if you've got a way for people to save time searching through thousand of search engine listings they would rather pay you and get their answers instantly.

Trust me, people will pay for information that's even readily available to them. I know of one marketer who sold information to people about how to collect from Social Security at any age. This information was hidden away in some government publication that most people didn't know about. So he simply showed them how to find out this information and they bought it – even though anyone could have done the research and found out for free.

An offline success story is Matthew Lesko. This guy compiled free information government publications (again) and put into a big, thick manual that tells how anyone can get grants and free stuff from the government. He's sold tens of thousands of copies of an information product that is readily available to every U.S. citizen if they'd get off their butts to look for it.

Put the Power of Questions to Work For You

When I came up with the idea for ID Theft ebook, I simply set my criteria and asked my subconscious to come up with an answer. The criteria was:

- 1. Had to be “digitally delivered info product”*
- 2. Had to be a good seller (lots of people would want it)*
- 3. Had to run on autopilot*

Finding a Starving Market

If I was starting from scratch and I didn't have an idea – here's what I would do...
Get these sites opened up in separate windows:

<http://www.goodkeywords.com>

Great resource that you can download for free.

<http://www.wordspot.com>

<http://inventory.overture.com/d/searchinventory/suggestion/>

Keyword suggestion tool from GoTo (we'll refer to it as KST)

this one of the most important links I use and you can use this to effectively judge in 5-minutes what the 'natural' traffic for your topic is online

<http://www.overture.com>

Quick definition here (we'll cover Overture, formerly Goto in depth later) Overture is pay-per-click search engine. You bid a certain amount to be placed in their results. You only pay when people when people click on your link.

<http://www.amazon.com>

Okay, on with our research...

At the wordspot.com site sign up for their free 200 keyword report to be delivered to your email box.

Here's the top 10 from a recent report and a few keywords I wanted you to pay attention to:

Rank Count %Q Keyphrase

1	7884	0.15674	mp3
2	4122	0.08195	sex
3	3766	0.07487	powerprep
4	3444	0.06847	warez
5	3246	0.06453	mir
6	2979	0.05923	games
7	2759	0.05485	entertainment
8	2753	0.05473	yahoo
9	2687	0.05342	apple
10	2370	0.04712	travel
12	1810	0.03599	geometry
82	641	0.01274	clipart
86	618	0.01229	golf
106	540	0.01074	Japan
107	535	0.01064	real estate

Let's take keyword #10 – "travel" and then go over to Overture's keyword suggestion tool (KST).

Here are a few of the results I selected that we might be able to do something with:

- 130732- Travel to New Zealand
- 73769- Travel Asia
- 70146- Family Travel
- 68816- Travel to Oregon
- 42981- Europe Travel
- 27894- Exotic Travel Destination
- 10042- Gay Travel

(These are searches conducted last month typing in "travel" into the keyword suggestion

tool. Overture's number of searches will include their partners sites.)

Okay, let's go to www.overture.com and type in "Europe travel" to see what the price will be for us to bring traffic. To get into one of the top 5 slots we'd have to pay up to \$1.48 per visitor. Pretty high- but we wouldn't be sure until we figure out our numbers (later don't worry).

****Important Update****

Overture has just changed their public visibility of bids so that you need to click on "sponsored listing" (in the parenthesis) and then a new window will appear and you click on "View Bids Tools".

Note: this information I just presented is really important if you are choosing between projects and want to access the market potential.

Another great spot to find product ideas (that the market really wants) is on Amazon.com. (I bet you thought I forgot about that one, right?) Go to: <http://www.amazon.com> and click on "top sellers" from the top menu.

From there you would choose a product category. How about "software"? Sound good. When I did this search on April 19, 2003 the #1 seller was "Adobe Photoshop Elements"- a program that helps you with graphic work. And the #2 was "Microsoft Plus! Digital Media Edition" and then #9 was "Jasc Paint Shop Pro 7.0 Anniversary Edition" and #10 was "Adobe Photoshop Album".

So that tells us there is lots of interest in graphics, working with digital photos, etc. So any info product that could help people would probably be a winner.

Now, let me give you a super secret method I've been to research. (Remember, I said I was going to lay everything on the line here and it is *only* for your own use – I mean it!)

Go back to the main page:
<http://www.amazon.com>

Click on "books" and then click on "search" on the top navigational bar. You should get an advanced search with lots of fields, like "author, title, publisher, etc." you can search on.

Here's what I do:

In the title field enter "For Dummies" and then sort your search by "bestselling". Hit submit.

Bam! You just got instant market research into what people want help with! Wow! Is that cool or what?

As you probably know, the "Dummies series" is one of the best-selling "how to" guides around so if certain titles are selling well, that means there is a big market for it. And the 3 top-selling ones are software products.

You could create a hand-on tutorial using a new product I just found called "CamTasia". This is so cool!!

Go to <http://www.thecompletementor.com> and you'll see this is a macro recorder. So everything you do on your computer and anything you say into a microphone (attached to your computer)

can be recorded and played back. So if “Excel for Dummies” is a big seller you could create a tutorial for that using Screen Cam software. Pretty cool, right?

****Update to Screen Cam**

Now Screen Cam software lets you create your output as Flash. This is very cool because the files are *much* smaller and even easier for digital delivery.

One more search you could do on Amazon is insert “how to” in the title search and search again by best selling titles.

Viola! More product ideas that the market will embrace!

Are you starting to see how easy this is?

Evaluating Your Brilliant Idea

We need to research the market to gauge your possible success with any product idea before you fall in love with it. My philosophy is that it’s too difficult to try and create something and then have to decide “Okay, now who can I get to buy this?”

You need to think of it in the opposite way. Think market first and then think product.

Unless you are quite familiar with your target market (i.e. you’re one of them) then I suggest you follow this section to gauge market interest.

When choosing a market it’s very important to think about 3 qualifiers:

1. Do they have money?

If your target market is welfare mothers or people with severe credit problems you might want to reconsider. But if you’re targeting doctors you know they have a decent amount of disposable income.

2. Are they easily reachable?

Are there easy ways to reach your target market? Do they have their own Ezines that they read? (Hint: check www.lifestylepub.com). Is there a site that they already come to online that would be cost effective to advertise or joint venture with?

You can search through newsgroup and forums to find where your target ‘hang out’:
<http://groups.google.com/>

3. Are they online?

This is important. Unless your target market is online you can’t sell them an online, digitally delivered product. I know this sounds simple – but you wouldn’t believe some ideas I’ve seen out there that forget to make use of this critical point.

Once you've decided on a market think about solutions you can provide.

My site instantsalesletter.com is a solution to many small business owners problem of not having time to write sales letters and not really knowing how to do it.

With your list of possible product ideas that made the cut hit the Search Engines...

Research Using Search Engines

I would definitely start with the search engines to see what's out there on your topic. My first spot to check would be Yahoo.com. See if they have any listings in their directory for your category (that means actual humans reviewed the sites) and review those listing.

Go through the other major search engines like Altavista.com, Excite.com, Lycos.com, Google.com, etc.

Check out the number of returns provided. Unusually, the more the better because that means that is a lot of information on that topic and people need a way to quickly and easily sort through that information.

I'll use the Search Engines to find Discussion Boards and Lists for our market. Just type in "your market + discussion board" and see what comes out. I suggest you visit these discussion boards and "lurk" (look and read) for a while to gauge your market's interest in a possible new product.

When you do decide to participate in the discussion ask participants what the best products and sites are. Try and uncover the dreaded 'c' word; competition.

Competition

A lot of people start getting scared when they see competition doing similar things as they were planning on doing.

Don't

You should actually be glad. You don't want to be the only one trying to create a market for a digital product. While using the search engines be sure to bookmark all the competitors sites (you'll see exactly what we'll do with them in a later chapter).

If there are several competitors that means people are buying.

And the only thing you need to do is create a slightly different twist, angle, or spin. You can tweak their offering to capture the market. (Notice I did not say copy!)

The big difference is going to be your marketing (that's the most exciting part of this system and we haven't even gotten there yet)!

But, and this is a big but, is that I've positioned the site in a different way than any of my competitors.

What about my Internet Marketing material? Don't you think that market is saturated with all kinds of competitors? I probably couldn't have picked a more competitive market – BUT – I'm doing something different ... I have a different story to tell...and I think that's why you invested in this program.

Plus, another great benefit of competition is the ability to do profitable joint ventures. We'll talk more about JV's later on – but I just want to mention something that you should consider.

If you are really into a subject like gardening – do you only get one magazine on gardening? Do you only have 1 book on bookcase about gardening? Do you only buy 1 set of gardening products?

Absolutely not!

And that's the same with your target market – especially if you can find a rabid, hungry market (golfers are one).

So having these competitors gives you the ability to endorse their products and services and they'll do the same for yours – and you both profit. Remember, your customers would probably buy from your competitors anyway so why not profit from their inevitable purchases?

Picking A Winning Project

There is always a balancing act I have to maintain between effort expended on a project and potential return. Maybe I could do 2-week project that nets me \$10,000.00 or I could spend 2 months on a project that makes me more.

There's always a give and take that you need to decide.

Also, don't get married to your project idea. I want to test things out as quickly as possible and either see them fail or succeed. Then I know where to focus my efforts. But don't worry about product creation – we're still in idea stage and setting up our foundation. This is critical because if you create a product the market really, truly **wants** you'll have a much easier time!

Real-Life Examples

Okay now that I've hopefully got you guys excited and thinking a bit – let me show you a few interesting examples.

Ready to take a magical mystery tour of the Web with me? Good!

Strap yourself in! (Now, I'm not going to comment on every site – but I do want you to notice the incredible gamut these info products cover to expand your mind).

<http://www.cureyourarthritis.com>

Site follows a very clean style, good sales letter and very high in-demand product. She's sold over a quarter million copies offline. Nice transition to online.

<http://www.getfitwhileyousit.com>

Sound funny but it makes Money.

<http://www.muscleaintips.com/>

The old Charles Atlas “I made a man out of Mac” comic book ads revisited.

<http://www.stopyourdivorce.com/>

I know this site is doing *very* well.

We’ll talk much more about a starving market and these sites really fit in with that lesson.

<http://www.schoolelection.com/>

These is a pretty obscure info product – but there are people interested in these topics.

<http://www.learnwave.com/>

Online learning. Nice.

<http://www.cheapsk8.com/>

Online newsletter on saving money.

<http://www.daytrading-university.com/>

<http://www.rosettastone.com/>

More online learning – this time a foreign language.

<http://www.e-cookbooks.net/>

Recipes inside an ebook.

<http://www.rverscorner.com/dummyltr.html>

Guidebook for buying a used RV

<http://www.contactanycelebrity.com/>

Database of celebrity addresses – this site does a full-time income from this

<http://chitterlings.com/>

Willie Crawford, one of the more low-key Internet marketers, says he makes over **\$100,000/year on this “soul food” recipe site.**

<http://www.yourparrotwilltalk.com/>

Bird owners really WANT their parrots to talk so this product is ready to do the job

<http://www.instanteulogy.com/>

My friend Tom Antion’s site – most people are petrified of speaking in public and giving a eulogy – what a great solution. He says this site sells 3 times as well as his wedding speeches site.

<http://www.firstclassflyer.com>

How to fly first class as often as possible (I'm a subscriber so he sold me)

<http://www.lovelettersnow.com/>

<http://www.amazing-cover-letters.com>

<http://www.instantrecommendationletterkit.com>

<http://www.instantthankyouletters.com>

Web Site Foundation

We will be having Screen cams teaching you how to setup your own site. Using Dreamweaver software and the best shopping kart site and tracking site also.

* * *

Congratulation!

You've now made it to the end of the unit one!

We've covered a lot of ground and it's really important to build our foundation first before we put up our moneymaking skyscraper!

Now, time for your homework...

HOMEWORK ASSIGNMENT #1:

You guessed it: Come up with 5-7 ways you can take your "core" information and turn into additional profit centers (digital or physical).

Just review the full lesson and go. Don't judge your ideas just yet, write down any wacky ideas or whatever comes to mind.

HOMEWORK ASSIGNMENT #2:

Write out who your ideal market would be for each of the 5-7 new ways you are profiting for your 'core' information. Some of them will be the same but I want you to get clear on this.

There is absolutely nothing that can stand in your way unless you let it.
Brainstorm several domain names using your keywords and register one.

Got it? Great – get going!