



Create and Launch Killer Products Fast

# PRODUCT CREATION CRUSHER

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Make sure you read this entire report...

By the time you finish reading it you should know how to create a great product, have it generating traffic and making you money!

First, I want you to understand a few things that will make your life easier and really allow you to succeed with this model (make MASSIVE profits!)

**1** You need to spend your time and focus on what matters, the stuff that makes you money! ...when you do this and stop worrying about the little stuff, you'll be able to make a lot more money and spend less time 'working' on your business, which is pretty darn cool if you ask me. Product creation matters because you're able to generate a huge potential profit per hours you put into it.

**2** Keep doing what's working! You need to keep creating new products because the more products you crank out the more money you will make. Your first product or two may not be a big successes, but if you keep cranking out products you'll eventually have a hit product that adds tons of buyers onto your list which you can generate easy monthly profits from... worst case scenario... you don't have a 'hit' product but because you keep creating new products you keep adding new buyers to your list and that will lead to massive monthly profits and the low performing products make great bonuses!

**DON'T EVER GIVE UP BECAUSE THEN YOU CAN'T LOOSE!**

Now that I've made my point for why product creation rocks let's get into the good stuff

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and work out exactly how you're going to create products quickly and generate profits quickly. When you first look at product creation it may look overwhelming, so the key to overcome that potential barrier in your mind is to break it up, for example don't think, "I have to write 90 pages" instead break it down and consider each section as an article that combine to create your entire product.

Also I want to point out that the amount of content does not matter, but the quality of content does. So don't ever think you need more filler content. Just explain the important stuff that will help your customer the most. That being said the 'thud' factor does help you sell your product because people like seeing that they're getting a ton of stuff for a good price.

Here's where being strategic comes in... focus on ONLY 1 product at a time, even better focus on the important parts of that product needed to get it up online and making you money (it doesn't ever have to be perfect). Follow that rule and you'll make money a lot faster and it will fuel you to create more products because you are seeing success.

## **Product Creation Research**

Every hot product is based on something people want, in order to ensure you don't waste your time creating products people don't want you need to focus on researching what's hot in your niche. There are certain niches that are great for creating info products the biggest niches online for info products are the ones that focus on improving some area of your life ex. health, wealth, self-esteem/confidence and more.

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There are several different ways to research, the best way is to look for products that other people are already selling and get ideas from them. You could do this a number of different ways. Specifically you're looking for 'hot buttons' ...where are people feeling pain? Can this be offered as a quick or instant solution? You can also ask Who? What? When? Where? Why? and How? - Here's where you find this information...

**1** Check out Clickbank and other product/affiliate marketplaces where you can determine what products are popular and what products are not. Think ranking, gravity, view count, sales count...

**2** Go to the source where you plan on selling your product and find out exactly what people want there. You can do this by looking at what they are saying for example any forum will have a lot of comments, but if you want to sell your product on an affiliate network where there is no actual interaction then simply use other metrics or your own feeling about what makes people buy.

**3** Sign up to other vendors list in your niche and look what they're promoting; you can even go to popular blogs in your niche and look at the post (specifically the most popular post and again look at the interaction ...blog comments). You can use Google or search the affiliate marketplaces for these people.

So now that you know where to get ideas, why not take it a step further and analyze those new found hot product ideas?

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Here's what I mean...

**1** Look at the sales pages of popular products and decide if you can actually create a similar product, if you can then copy down any headlines or bullet points that stand out to you or that you think are the key benefits to the product selling onto a text document.

**2** Go through all the products sales pages you found and do the same process

**3** Now you need to condense down that big list of these potential selling points, start by eliminating any weak selling points and use that list to create your product and search out information.

Next you'll need to do further research and find out if you can collect enough information to create a unique product. You'll be actively searching out information based on the remaining selling points from your list you just created. Basically you want to compile a list of information which you'll organize and write in your own words later on.

Here's a few ways to get more information about a subject...

**1 Your Own Knowledge** – if you know a subject use the information you already have on it, this will save you a lot of time

**2 Search 'Google'** - this one is big and sometimes overlooked for some weird reason because you can find exact information fast, not only can you search the entire internet, you can also search specific sites by putting this into the search box...

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site:specifcsitename.com what you're searching for

**3 Forums and Communities** – in any active forum or community you're likely to find an 'expert' who loves sharing their expertise... if only they knew they could get paid for it! These experts are usually fairly easy to spot so take advantage of their knowledge and use it in your product.

**4 Blogs** – these are a gold mine if you can find the right one, since many bloggers are willing to share their best information to retain readers.

**5 PLR/MRR** – the great thing about private label rights (PLR) and master resell rights (MRR) is that it can shortcut the time it takes to actually create the product since the bulk of the work is done for you just by purchasing the rights to resell it. If the product is PLR then consider changing it up to reflect your own style and knowledge plus add components you found to be selling points. If the product is MRR then you can't edit the product but you can add more parts to the product this builds up value and allows you to add more selling points which you found in your research.

**6 Products That Are Selling** – yes, you can actually use your competitors products for research purposes... but just be careful not to use too much of their information and be sure you use your own words when you create your product. Your product should not contain the exact same information as any other product on the market.

Sweet! Now that you finished up the research part it's time to move on

## Creating Your Product

The first thing you want to decide is how you are going to present your product, meaning is it going to be a video, audio, report, mindmap, a list?

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This decision is based on how you can present the information in the most effective way for your audience. For example if you were to demonstrate something video would most likely be the best format to present your product. Likewise, if you had a list of the best keywords for a certain niche the ideal format would be a list of some sort.

If you're not sure which formats to choose I highly suggest using as many of them as possible because different people learn in different formats and they'll be grateful that you presented the information in the format that they prefer. We'll get back to how exactly to do that after we talk about how to structure your information.

Here's a great way to structure your information so that it gets consumed better which results in more action and as a result more happy customers ...who will be likely to buy from you again!

**1** Start off by telling them what you're going to teach them, you can actually tell them what they'll be able to do by the time they finish consuming your product. This means the big benefit they will get once they spend the time going through your product and implementing it.

**2** Motivate them by again bringing up the big benefit they will receive by taking action.

**3** Organize and go through the information in a logical way so that they can ideally follow along and do it themselves without having to jump around through the product.

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**4** Use examples and exciting words occasionally, this will keep them interested longer and as a result... keep them going through more of your product.

**5** Conclude by reminding them what they learned and telling them to take action again.

So there you have it the easy way to create a kick butt product that makes people want to take action.

Now let's head back to the format's you can use to create your product. Here's an easy way to create your product using any or all of the formats that best suit you or your product...

**1** Create a mindmap or powerpoint type presentation - use [Freemind](#) for a free mind mapping software or [Open Office](#) for a free presentation software.

**2** Present that information in a video - use [Camstudio](#), [Fastone](#) (both free) or [Camtasia](#) for Windows if you're on a Mac use [Screenflow](#).

**3** Produce the video – preferably using MP4 format since it's smaller, widely accepted and is good quality.

**4** Extract the audio – there is a hand full of free audio extractors, [Camtasia](#) allows you to do it at the same time as you produce your video or you can use a [free software](#).

**5** Turn the presentation into a PDF or the mindmap into a PDF or html file (can do this within the software or search online for a converter).

**6** Get transcripts created – a great place to get transcripts created is [Fiverr.com](#), but you can go to any source you would like.



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Once you have successfully gone through those steps you'll have a product that meets your customers' needs and can include all preferred media types with very little effort.

If you're not comfortable speaking then you can create a report and that's perfectly fine, you can use Open Office or Microsoft Word and export it as PDF(s) or find a free converter online which will create the PDF for you.

You'll also want to add some nice unannounced bonuses which will make your customers feel good about buying from you and increase the chance of them buying your other products in the future. I like to spread out my bonuses in an email follow up sequence because this reduces refunds and cuts down on them being overwhelmed with information. Plus there's more likely to join or stay on your list if you tell them you're going to be giving them bonuses.

**Here are a few bonus product types:**

These will make it faster and easier to implement your product and as a result provide more value (plus they don't take much extra work) ...quick start guide, checklist, task list, resource links, spreadsheet, case study and templates.

Here's how to add value to your product to make it cost more... add a live group or personal coaching component this can be done easily through a webinar software and

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as a result you'll have people who will become rabid fans of you because you interacted with them live, you can also do this through Skype or a good ol' phone. One additional benefit is that you get to see/hear what questions your customers have so you can improve upon the product and get ideas for new products by just listening to what your customers have to say.

## Your Sales Page

Creating a sales page can be a big challenge for many people, but don't let it stop you from creating a product as time goes on you'll get better and better at creating sales pages. You can create an HTML or Wordpress sales page and there is software for both. If you're not good at setting up web pages and HTML then use Wordpress, just search Google for Wordpress sales page (there are several). As for HTML I recommend [Edit Plus](#) or [Kompozer](#) (both are free, but Edit Plus has a popup message which can be dragged off the screen).

It's important you spend some time at this and that you make sure you do your best to create a good sales page because this will have a huge impact on the success of your product. ALL affiliates look for high converting offers, a good price point (for their list) and commission %age. They should also look at reviews and refund rates (your subscribers will appreciate it).

If you feel like writing a sales page is just too much for you then the easiest thing you can do is joint venture (JV) with someone who is good at writing sales copy. There are

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many ways to find copywriters... you could find some sales pages you like and contact the product owner, ask them if they wrote the copy themselves and if so ask them if they want to team up with you on your product, if not move on to the next person ...someone will say yes. Of course you should definitely learn how to write sales copy it's a valuable skill which can be used in several areas of business.

Beyond that you may want to JV with another product creator because they have done it before and can likely teach you something that will develop your product creation skills faster. You also have more access to their resources including their customer base and affiliate base. So be sure to ask them about that stuff when setting up a JV deal with them. In this case you'll want to try and do the bulk of the work that you can do so that you make it a good deal for them (meaning they spend less time on the product). You obviously want to be easy to work with as well, so make sure you're communicating whenever you need to and that you're taking action right away also that you are willing to change things that your JV partner recommends.

Video sales pages are slightly easier to create if you are not good at writing sales copy YET, so you may want to consider a video sales letter... Ryan Deiss is excellent at these so use his [sales videos](#) and follow the same basic structure meaning the 'big picture' about what he does first, second, third...

You should even write out word for word in your presentation slides what you are going to say so that your audience can even read along, this technique actually increases

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conversions and makes it easier to present since you have nothing to memorize, pretty darn slick right?

Also you can host your sales video or even your actual product videos for free on YouTube (choose private when you upload them).

If you choose to write out a sales letter then you should highly consider following this structure (but you can use the same structure for videos as well).

From the top down... here's how to create quick copy that sells (with conversions as high as 20% for me – yup it's that good and easy!)

### **1 Create a 'how to' headline**

“How To [benefit they want] in [specific time it can be completed] Or Less”

You can use a variation of that headline and add in some engaging words, feel free to rearrange the headlines and get examples from my products – most listed at [jbode.info](http://jbode.info)

Also don't spend a ton of time on this, we want to quickly write a good sales letter, not write 500 headlines like most 'experts' tell you to (that's overkill). You can go back and improve it once you are done writing your entire sales page.

### **2 Get their interest to read more and provide proof**

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The headline should lead them into the opening few sentences where you'll provide a little bit more detail about the headline, get the reader more interested and quickly prove yourself.

If you don't have 'proof' then give them good information to prove you know what you are talking about, many times I just go the good information route because it's easier and it proves without a doubt you know what you are talking about!

Next you want to...

### **3 Present the offer**

Introduce the product and what's included – here you'll give 1 or 2 short paragraphs explaining the overall benefit and/or features of your product.

Use bullet points – these are great because they are given more emphasis by the reader and as a result they are an important part of the sales copy. You'll want to make sure each bullet point touches on a benefit (what do people really want as an outcome of buying your product?). Bullet points should engage the reader and really get them curious (simple to do by removing important words and giving the components of your product a special name ex. The brilliant bullet point copy formula) and excited about your product, yet also set your product apart from the competition - what makes it different?

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This is also a great time to show an eCover so prospects can actually see what they are getting which will bump sales especially when the [eCover looks good](#). You should consider branding your products as well, have some sort of theme or a look and feel for all of your products which can help you make a name for yourself and get people interested in buying from you regardless of what you actually sell because they like your brand... think 'Apple'

Next you want to...

#### **4 Tell them why it's a good deal**

Explain why the cost of your product is tiny compared to the results they can expect. First build up the true value of what the product should be worth (what others might charge), then tell them they will get it for a lot less because you like happy customers (or any other reason you can think of to give a good deal).

Your pricing strategy is important but don't think too long and hard about it. There are a few instances when you want to charge more than the competition for instance to show you have the best product around and to give yourself more credibility. When you're first starting out with selling products I recommend you over deliver and charge less than the competition this way you establish a happy customer base (following) and making the sale is easier because you're not charging as much, so you don't need to be the best copywriter.

Next you want to...

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## **5 Present your bonuses**

Aim to give buyers 3 bonuses (or less if the price is really low) the bonuses should go well with the original product, you'll want to have the bonuses be different formats such as a short report, a video, an audio, software or templates (brings in more customers.) You could also give away any part of the product in another format as a bonus... the Power Point, Mindmap, transcript, ipod format, MP3 – just make sure to use the highest perceived value format as the original product.

It's all about value stacking - great bonuses that could be worth more than the entire price will really make your potential customers excited to buy your product thinking you're not charging enough!!

Next you want to...

## **6 Provide a guarantee**

Tell them if they don't instantly see the value in the product after 1<sup>st</sup> consuming it, then you want them to ask for their money back (most people won't) that way you'll make it easy and quick for them to get a refund... then include a 30 day or longer refund period. This really minimizes the risk of buying the product.

Finally...

## **7 Call to action**

This part is simple, you can summarize what they get, the main benefit they'll get or just use a simple phrase like... “Yes, I'm In!”

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That's It! Now you know the basis of a great sales letter and you can begin selling your product. If you're not very happy with it consider looking at your competitors sales pages and getting some ideas or try adding some more engaging words (it doesn't have to be perfect you can always split test using [Google's Website Optimizer](#)).

I also wanted to mention additional ways for you to make money from selling products. I highly recommend you have an upsell so that immediately after they go through the buying process they can buy another related product and if done right can double your profits, heck you can do it with an affiliate offer using an iframe webpage that tells them how to get their downloads in the headline then has an iframe below which shows an affiliate product sales page in that iframe window. Not to mention having text links or banners to additional products on your download page (below the product download links). This is EASY MONEY with almost NO EXTRA WORK!

When presenting your download links make sure the download links are toward the top of the page (so they don't have to scroll down the page to find them) this just makes customers happier when it's easy to find their download links plus be very clear about where their download links are so that you have less customer support issues and happier customers. Additionally you should consider creating a nice 1 minute or so video thanking them and letting them know you're there for customer support, then just upload it to YouTube and make sure you select private on YouTube.



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**Important Note:** Please highly consider getting an [Aweber](#) autoresponder account, why Aweber? Because it's the most widely accepted autoresponder for affiliate programs to *automatically* add new buyers onto your list. This method is by far the best way to collect the most subscribers (at least 25% more) than forcing opt ins (which paypal doesn't like) or asking them to opt in on your download page TRUST ME!

Why is collecting leads so important? Because you can make a considerable amount of money promoting your other related products and affiliate offers... this is where the real money comes in and it's extremely easy to do when you have a customer base. Let's say you're lazy about it and only promote just 1 offer a week which requires 10 minutes tops with a decent customer base you can make \$100+ for that mailing that's \$400 a month, now just imaging how much more you could make if you promote 3 or 4 products a week and you continue to build up your customer base.

## Marketing Your Product

This part is important because it can make or break the success of your product. The main goal is to get exposure without having to do a ton of work. A great way to do this is to focus on getting affiliates...

Ideally, you want to get some sales coming in before actively seeking out affiliates for your first product or two. This is to make sure you know you're sales page is good enough and that your customers are not having any issues (like finding their download link).

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To do this you need an audience, go to a place where a lot of your prospects hang out for example a forum. If you already have a list then send them to your product since they know you already they are more likely to buy. Also you may consider doing some paid advertising like setting up a banner on those blogs you found during the product research phase.

Now here's the thing, you should set up an affiliate program *right away* and give out at least 50% (100% is best since you'll get a lot more affiliates). In fact consider setting up separate sales pages for several different affiliate programs/marketplaces that all lead to the same download page or OTO page, this way you can get a lot more exposure to potential affiliates without spend a lot of time. Here are a few affiliate marketplaces to consider adding your product (you'll need a separate sales page for each since they all require different buy buttons).

[Simple One Click](#) (Free Listings)

[Payspree](#) (Free Listings)

[Clickbank](#) (\$50 Listing)

[Digireresults](#) (Free Listings)

[Warrior Plus](#) (\$19, Internet Marketing Niche Only, Must Be WSO)

To attract easy affiliates create a link at the bottom of the sales page that links to your affiliate program and link to your affiliate program on your download page, since buyers

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can be great affiliates because they already know the sales page converted them and they hopefully have gone through your product making it easier for them to promote it.

Now you want to actively contact affiliates (since this will bring in the best affiliates) there are a few rules to go by when contacting affiliates to get a better response...

**1 Be personal** - use their name and maybe include a complement (specific to them)

**2 Be to the point** - don't go on and on about your product.

**3 Talk about what's in it for them, not you** – this means tell them how well it converts, tell them you'll give them 75%, 100% commission, tell them about your back end commissions, tell them about your low refund rate, over delivery or happy customers. Just include the stuff above that applies to your product.

**4 Follow up** - 1 email doesn't show you're serious but if you send another email a few days later then they know you're more serious (just don't go overboard after 4 contacts and no responses stop contacting them they are not interested)

**5 Use multiple forms of contact** – this means send them an email, contact them on Facebook, leave a private message to them on a forum they are a part of... You never know what contact method they are most likely to check and respond to.

**6 Include important links** – make sure to include a link to sign up to your affiliate program, but you may want to consider giving them a link to preview your sales page (ideally one that isn't being tracked for conversions), give them JV tools at the very least 2 emails they can use and maybe a banner or 2. Finally, you may want to include a link for them to download a review copy, this will help them in promoting it (it sure helps me).

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### **Other traffic sources...**

If you're product is really converting start generating traffic from other sources to maximize profits. I suggest you create a lead generator (use a portion of your product you just created) so that you can sell the product on the back end immediately after they join your list and in your follow up emails. Not to mention being able to promote other products either your own products or affiliate products which will increase the chance of others you promoted for to promote for you!

Plus opt in (squeeze) pages have a higher conversion rate and can capture more of your traffic, so why not take advantage of that?

Here's a few top ways to generate some subscribers...

**1 Social Media** – specifically Facebook, Twitter, LinkedIn or any other big ones

**2 Video sharing sites** – go for YouTube traffic first since it has the largest audience by far

**3 Blogging** – This is a great way to build up traffic from multiple areas of the net including SEO, social media links and more. Just include several opt in forms on your blog to ensure you get subscribers.

**4 Articles** – once again go after the biggest article directories first since they have the most traffic. You can find these sites by doing a simple search for “top article directories” (look for a current list since this tends to change a little).

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**5 Document sharing sites** – use the same articles and convert them into PDFs then submit them to top document sharing sites.

**6 Press Releases** – your new product is a great subject for a press release which can generate some nice traffic, you can learn how to write press releases and where to submit them by searching Google for a few minutes.

**7 Leverage your list** – once you have subscribers the easiest way to get more is to leverage what you have, this means doing ad swaps where you cross promote squeeze pages to each other's list. You can also promote someone else's offer to your list several times in a PS of your email or on your download page and then have them send traffic back to you, just make sure you are tracking that link.

## **I Now Pronounce You Product Creation Crusher**

So now that you went through this report, you should have what you need to crush it with product creation. I'll admit I didn't include every little detail and that's because you don't need every little detail. In fact the little details don't matter that much just focus on the big things that are included in this report and you should crush it as a product creator.

I see no reason why you can't do this, so don't make any excuses because you'll regret it when you realize you could have had a nice email list that makes you money every month.

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Don't stop at one product the more products you have out there the more exposure you're going to get and as a result the more sales you're going to make. Here are some of the best ideas for creating new products...

**1** Change your existing hot products into another format or direct them toward a slightly different audience. For example you could turn your report that sold a ton of copies into a coaching program. You could turn your 'internet marketing for doctors' course into 'internet marketing for lawyers' see?

**2** Take action and try different things in your niche and I'm talking about real stuff that you can use to make a product around. An example would be trying a new diet if you are in the fitness/diet niche or trying to get offline clients if you are in the internet marketing niche. Here's the beauty of this model, you have tested it out and you know if it works or not... and you can create a product about it either way because if it doesn't work you can turn it into a case study and explain what you did and why it didn't work.

Want more valuable advice from Jeff Bode (the creator of this report)?

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<http://cashquickstart.com>