

THE RESOURCE GUIDE

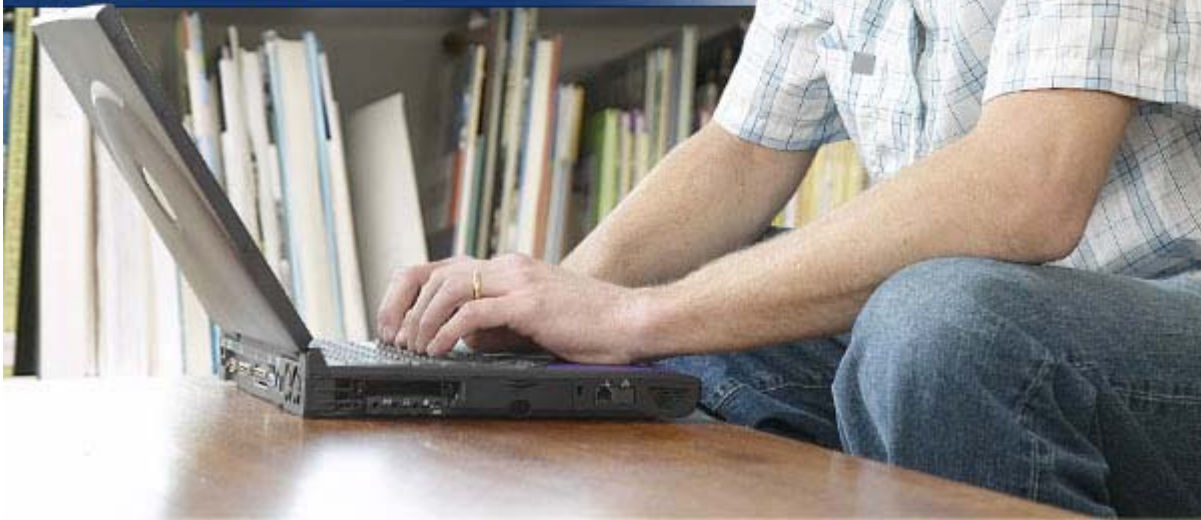
THE STEP BY STEP

PRODUCT CREATION

VIDEO TUTORIAL

Now you can
create your very
own physical or
digital info products

It's easier than
you think!



Sample Charts As Seen In The Video Tutorial

You are free to copy and use these charts as your own.

#	Idea	Difficult?	Develop?	Knowledge?
4	Blog Software	H	O	N
3	Article Guide	M	O	L
2	Baby Safety Kit	M	M	L
1	Guitar Videos	E	M	E

Evaluate your top product ideas

	Idea 1	Idea 2	Idea 3	Idea 4
Passionate	1	1		1
Have Money		1		1
Spend Money		1		1
Repeat Buyers		1		1
Insatiable		1		1
Addicts		1		1
Reachable	1	1	1	1
Already Interested	1	1		1
Already Motivated		1		1
Already Predisposed To Buy		1		1
Total	3	10	1	10

Create Your Product Outline

Item	Your Title
Front Cover	Front Cover
Copyright	Copyright
Dedication	Dedication
Table Of Contents	Table Of Contents
Preface	Preface: Value Of Baby Safety
Introduction	Introduction To Baby Safety
Section 1	The truth about baby safety
Section 2	Safety at home
Section 3	Safety in the bedroom
Section 4	Safe transportation
Section 5	Baby proofing
Section 6	32 tips for a more safe home
Conclusion	Conclusion
Credits	Credits
Resources	Resources
Back Cover	Back Cover

Here Is A Free way to package your ebook

For any of the content you will be promoting as a text-based product, the best way to package it is as a PDF file.

Several years ago Adobe Acrobat was the only product to create such a file format. At a cost of \$300 it wasn't very cost effective for the entry-level marketer to take advantage of it.

Now, however, there is a free way to create a PDF file to promote.

Goto

<http://www.cutepdf.com/Products/CutePDF/writer.asp>

Free way to create and package an audio product

There is a free audio software that makes it SO extremely easy for anyone to create an audio product.

It's called Audacity.

Goto

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

Free way to record interviews with experts

At some point you will probably want to hold teleseminars or just simply record phone interviews with experts in your idea subject area.

Most use a service that charges them a fee per call – sometimes a flat rate or sometimes based on the number on the line.

Some marketers use a free software product called Skype to make free phone calls. The problem is that Skype doesn't allow you to record the phone call.

Now... there's a new free software product called Gizmo that let's you make free phone calls AND record the call. Perfect for marketers holding teleseminars or doing interviews.

Goto:

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

Free way to create a membership area

If you want to be financially free you truly should have at least one form of residual income – where the income keeps coming each month.

A membership site (or Content Management System (CMS)) is the best way to organize your content and charge a recurring income.

Stop looking at the membership site systems that charge you hundreds of dollars for setup and monthly fees. There are tons of high quality open source CMS solutions.

Goto:

<http://www.opensourcecms.com/index.php?option=content&task=view&id=388&Itemid=143>

Free way to package a digital product for download

Sometimes you will want to bundle your files together and allow your clients to download them digitally from your website.

Some web hosts will not allow you to download EXE files. If you link directly to a PDF, MP3 or other audio/video file it will try to play rather than download.

So it's great to zip the files into a single file the clients can download easily.

Goto:

<http://www.coffeecup.com/zip-wizard/>

Converting video to Flash Video (FLV):

http://www.download.com/Riva-FLV-Encoder/3000-2140_4-10381392.html?tag=lst-0-1

Converting video to other formats:

http://www.pcworld.com/downloads/file_description/0,fid,23162,00.asp

<http://www.hotscripts.com/Detailed/50351.html>

<http://www.onestopsoft.com/mi-v-conv.html>

Free blog alternatives and how to use them profitably

If you are not already blogging then you should consider including it in your marketing promotion.

Confused by all the choices?

Here's the best blog comparison chart I've found so far.

Goto:

<http://www.asymptomatic.net/blogbreakdown.htm>

Article Submission URL

<http://www.ideamarketers.com/writers.cfm>

<http://www.marketing-seek.com/articles/submit.shtml>

<http://www.boconline.com/sub-art.shtml>

<http://www.digital-women.com/submitarticle.htm>

<http://www.home-based-business-opportunities.com/submit-article.shtml>

<http://www.business-opportunity.biz/addarticle.php>

<http://www.worldwidefreelance.com/guidelines.htm>

http://www.selling-it.com/Add_article.htm

<http://clearviewpublications.com/small-business-newsletter-entrepreneur/clearview/add-url.htm>

<http://store.bellyandbeyond.com/yhst-4403591833340/submitarticle.html>

<http://chinese-school.netfirms.com/submit-business-article.html>

<http://www.ezinearticles.com/submit/>

<http://www.goarticles.com/ulogin.html>

<http://www.webpronews.com/submit.html>

http://www.articlecity.com/article_submission.shtml

<http://www.addme.com/nlsubmit.htm>

<http://www.internetbasedmoms.com/submission-guidelines/>

<http://submityourarticle.com/>

<http://www.businessknowhow.com/newsletter/articleguidelines.htm>

<http://www.powerhomebiz.com/termsfuse/articlesubmission.htm>

<http://www.optimize-mag.com/mediakit/contribute.jhtml>

<http://www.freesticky.com/stickyweb/contact.asp>

http://www.workoninternet.com/Submit_Article.html

<http://amazines.com/login.cfm?returnto=http%3A%2F%2Famazines.com%2Ecom%2Fpubadmin%2Ecfm>

<http://www.ebooksnbytes.com/articles/submit.shtml>

<http://www.theallined.com/submit-articles.htm>

<http://www.businessstoolchest.com/articles/submit.shtml>

<http://www.connectionteam.com/submit.html>

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

http://www.mbnet.com/article_add_form.asp

Effective podcast promotional strategies

Before reading the following information goto:

<http://www.apple.com/itunes/>



How Podcasts with iTunes 4.9 Works

To access Podcasts through iTunes you select the podcasts Source and you will see an empty playlist. At the bottom of iTunes, you will see the option *Podcast Directory*. Simply press that option with your mouse pointer and you will be taken to the iTunes Podcast Directory.



Figure 2. iTunes Podcast Directory

From the iTunes Podcast Directory you have quick access to the most popular podcasts but you can drill down into categories for a wider selection as well.

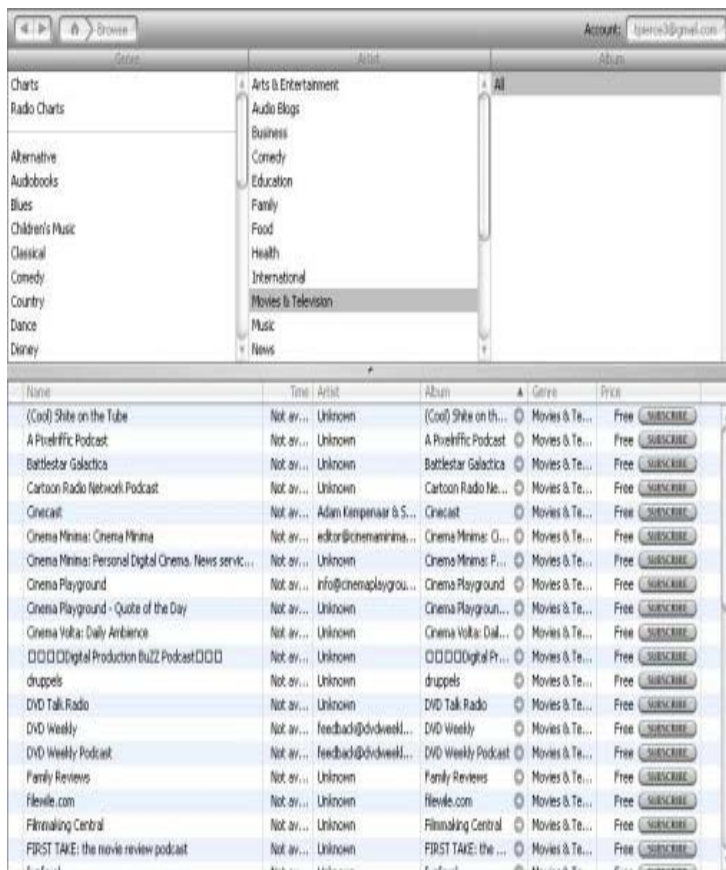


Figure 3. iTunes Podcast Directory

Publishing Your Podcast to iTunes

Publishing your podcast to iTunes is as simple as submitting your podcast RSS feed link to the iTunes directory. You'll need to have a iTunes account (free) in order to do so as you will be asked for your iTunes login credentials.

All you do is click the *Publish A Podcast* link from the main Podcast Directory page in iTunes located in the upper left of the page (see Figure 2 above) and you will be stepped through the process easily. See the following figures 6 and 7 below.



Figure 4. Submit Your Podcast Feed URL

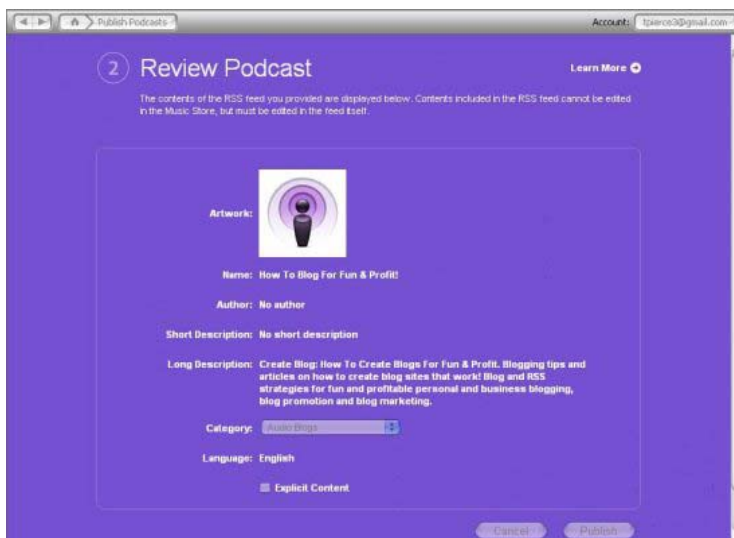


Figure 5. Confirm Settings, then Publish

Once you confirm settings you then click the *publish* button and you get a confirmation page informing you that your podcast will be reviewed before being available in the iTunes podcast directory.

It is being projected that Apple will ship more than 35 million Apple iPods by the end of 2005. The iPod is driving significant business in other areas for Apple to include iTunes downloads and seamless integration between iTunes and iPods.

Imagine your audio files streaming through the millions of iPods – it all starts by getting it listed in the iTunes directory.

Go for it!

How to create a viral product and make it 'buzz'

The most powerfully written instruction manual for making your products and content go viral is Seth Godin's "Idea Virus".

Goto:

<http://www.sethgodin.com/ideavirus/01-getit.html>

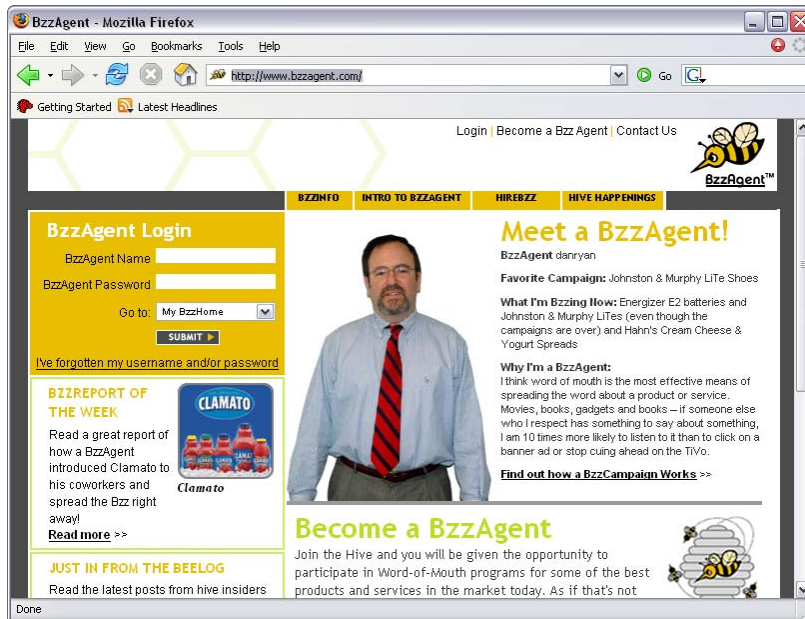


Click the "Download It!" link and you can download the free PDF file.

Now to further you "Buzz" education of the power of word-of-mouth, you need to become a Bzz Agent.

Goto:

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



Not only can you become a bzz agent and get access to free information and products but you get an insider viewpoint of viral / buzz promotion.

ClickBank is the source we recommend for payment processing.

<http://www.clickbank.com>

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CLICKBANK® [Sell Products](#) [Promote Products](#) [Buy Products](#) [About Us](#) [Customer Service](#)



**AFFILIATE POWERED
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Welcome to ClickBank, the Internet's leading retailer of digital products.

ClickBank is the Internet's largest digital marketplace, where thousands of the web's most popular products are sold every day. Whether you're looking to buy, sell, or promote digital products, ClickBank is for you.

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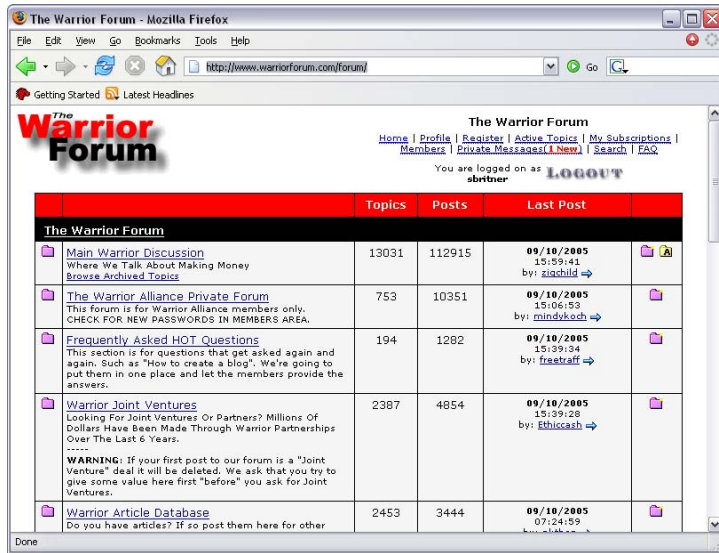
Get signed up today for the internet's up and coming leader in the digital marketplace.

Marketing forum champion

There are many marketing forums on the internet. Some are good, some are not. One is THE marketing forum of choice and the one you must go to right now and become a member.

Goto:

<http://www.warriorforum.com/forum/>



If you bring your positive attitude and an open mind you will learn more from these successful marketers than from most of the marketing products floating around the internet.

ADDITIONAL RESOURCES:

How to publish your own (physical) book for less than \$10 (for just one – the higher the quantities the lower the price)

Once you have your content in e-book format, it's just a one step process to get a physical book printed.

Stop thinking that it's a long drawn out process and a complicated process. It's not.

Goto:

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



Lulu.com is a full-featured online Print-On-Demand service that will print one book or 10,000 – depending upon your specific need.

Because there are no minimum orders it's perfect for the InfoProduct creator whose just getting started and wants to have a physical book to promote.

The book could be sold separately.

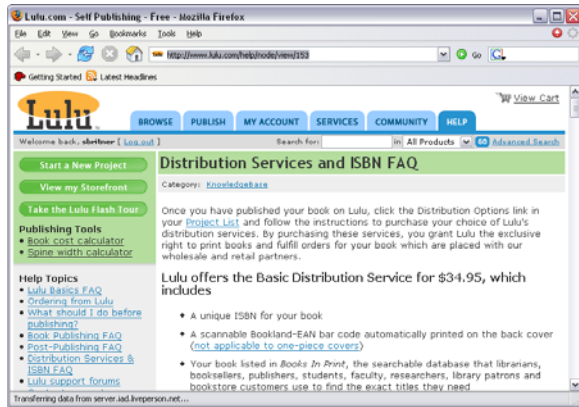
The book could be combined with audios and/or videos as a "kit" or Home Study Course.

The book could be used for a "Best Seller" promotion on Amazon or Barnes and Noble.

If you're going to get your book listed in the major bookstores then you need an ISBN. If you go through the "normal" channels you'll be faced with a \$300+ price tag to get the ISBN.

Using LuLu.com you can get one for as low as \$34.95:

<http://www.lulu.com/help/node/view/153>



How to produce a CD/DVD for less than \$7 (for just one – the higher the quantities the lower the price)

As an InfoProduct developer you will definitely need to be able to create CDs and DVDs.

After getting this far I hope it's crystal clear that it's all just "content". It's just as easy to convert it to audio, video or software as it is to convert it only to an e-book.

Once you get your audios and videos created, if you don't have a way to produce them on your own, here's an outstanding resource for you.

Goto:

<http://www.discmakers.com/cdrom/>

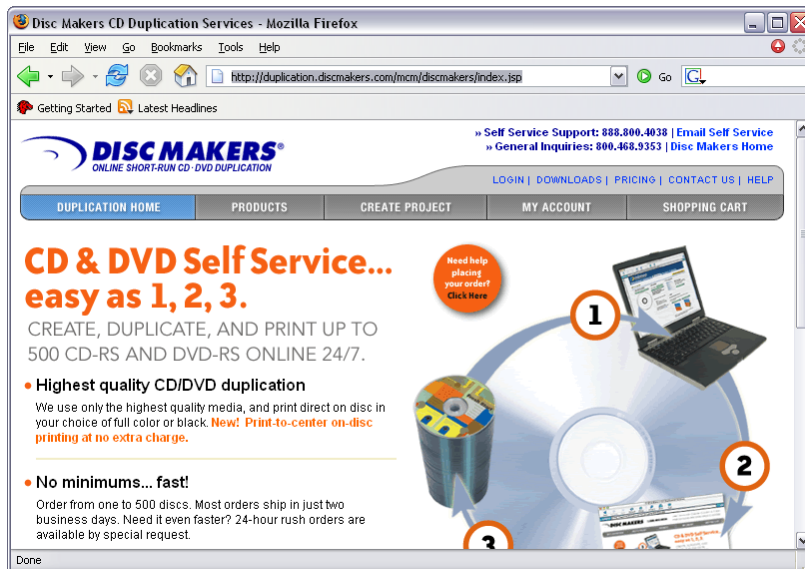


This is the business section of DiscMakers.com. You can either have them create 100s or 1,000s of CDs / DVDs at a time or you can use their Self-Service section to create them one or two at a time.

If you're just starting out, you may want to use the Self-Service functionality so you can order just a few at a time. As business gets better you can migrate that product to their full-service business section and produce larger quantities.

To access their Self-Service section goto:

<http://duplication.discmakers.com/mcm/discmakers/index.jsp>



Internet marketing resources

Free Bonus:

Start your affiliate program with a free 90 day trial to one of the top affiliate management systems and shopping carts.

<http://www.1eCart.com/free90>

Private Label Resell Rights Products you can resell as your own

<http://www.sourcecodegoldmine.com> & www.PLRights.com

Autoresponder – www.ProfitSponder.com one of the best, and its cheap too!

"How to write and publish your own OUTRAGEOUSLY Profitable eBook in as little as 7 days - even if you can't write, can't type and failed high school English class!" Go to <http://www.jeremyburns.com/a/7dayebook> to get started

Authorize / e-OnlineData –

www.e-onlinedata.com/accuratemarketing

This is our 1st choice recommendation for merchant accounts, this is a very easy place to get approved and in the many systems we have tested are the easiest to work with! **Super Low Rates!!**

1ShoppingCart.com – <http://www.webmarketingmagic.com>: Instant merchant accounts and real-time payment gateway services. This is a private label of the 1sc system and provides great service!

Now that you are on your way to becoming a Mentor Marketing Expert, don't stop there! The next step is the Holy Grail of Internet Marketing How To Guides... Read on for details!

"Learn how to make a life-changing income of \$100,000 to \$250,000 with your Internet business... even if you're a computer dummy!"

Review: "The Insider Secrets to Marketing Your Business on the Internet" by Corey Rudl

I've just finished reading the brand-new version of Corey Rudl's top-selling Internet marketing system, "*The Insider Secrets To Marketing Your Business On The Internet*," and frankly, I'm overwhelmed by the huge amount of critical wealth-building information he's managed to pack into these **two hefty binders and 3 CDs!**

But I guess I shouldn't be surprised; after all, when the box containing these materials showed up at my door, it weighed in at **over 10 pounds!**

That's 10 pounds of the most comprehensive **marketing strategies, test results, case studies, tools, and ideas** for generating a life-changing income online (from \$1,000s to over \$1 million) you're ever likely to read!

I'm talking about information like...

- Step-by-step advice for starting your own Internet business **in as little as 48 hours!**
- How to build a top-selling web site... for less than \$100!
- Where to find hot products to sell (in 20 minutes or LESS)!
- 100s of FREE and cheap online tools, resources, and software
- How to get 1,000s of qualified NEW visitors to your web site... for FREE!
- How to **get #1 rankings in the search engines** and get tons of FREE traffic from the "Big Guys" like Google!
- Secrets to writing sales copy that can **increase sales by up to 400% (or MORE)!**
And much more!

If you're unsure who Corey is, you should know that he's been a recognized expert in online marketing for a decade now. Not only has he generated **\$40,000,000 in online sales**, his sites also attract **450,000 visitor a week!**

What's *really* great about Corey is that he can show ANYONE how to have a **wildly profitable Internet business** (that takes just a few hours each day to run)...

... even if you're an absolute computer dummy!

And if you already have an Internet business, he can help YOU, too. The advanced sections of his system show you how you can **increase your sales by 400%... 700%... even as much as 1,000%!**



I give Corey's system the highest rating possible! Its 1,300+ pages of step-by-step lessons contain the exact SAME tested and proven fast-growth strategies he has personally used to generate over \$40 million in online sales -- *starting on a shoestring budget!*

And it's the SAME SYSTEM that literally **1,000s of his students have used** to drive "truckloads" of cash out of the Internet.

I strongly urge you to check out Corey's wealth-building system as soon as possible! Go to www.JeremyBurns.com/a/tips for a FREE preview.

Free Bonus

Private Label Rights Tips -
PLR Rights Marketing Tutorial
Package Value \$97.00



Private Label Right's products are hot right now! There is a killing to be made from these ready made turn-key products if you know the insider secrets to making them work. I have worked out a special deal with Jeremy Burns where you can grab a copy of PLR Tips with your purchase of this package as my gift to you! PLRTips.com

