

24 Hour Info Product

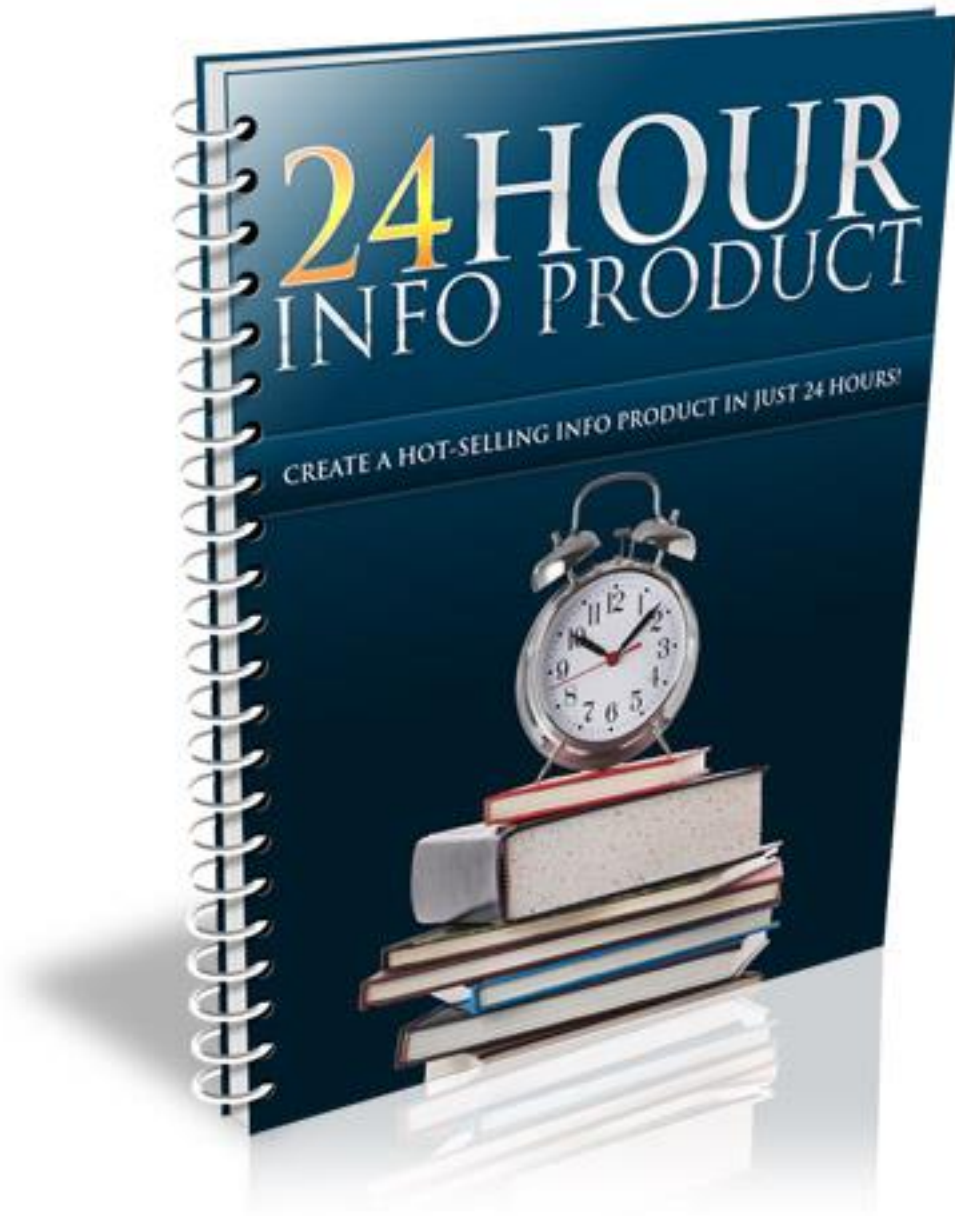


Table of Contents

INTRODUCTION TO 24 HOUR INFO PRODUCT	3
MARKET RESEARCH	5
QUICK & EASY STRATEGIES FOR CREATING YOUR INFO PRODUCT	7
USE ARTICLE CONTENT	7
MAKE MONEY WITH SHORT REPORTS	8
OFFER A COACHING PROGRAM	9
SET UP A MEMBERSHIP SITE	10
EXPERT INTERVIEWS	10
QUICK TIPS FOR A BEST SELLING INFO PRODUCT	12

Introduction To 24 Hour Info Product

The information product market is a massive one, with billions of dollars made each year from the releases of high quality info products, including:

- ✓ ***Ebooks***
- ✓ ***Reports***
- ✓ ***Online Training Lessons or Manuals***
- ✓ ***eCourses***
- ✓ ***Content Based Membership Sites***

But information products goes beyond just books or written material. Info products can also include video training, interviews, audios, podcasts and much more.

This report focuses on fast-track methods of developing a traditional information product in the form of an ebook. Ebooks are in such demand because people crave access to instant information and when they purchase a digital book, they can download it quickly, without having to wait for a shipment to arrive in the mail.

Further, people can read ebooks on various devices such as the iPad or Kindle, so that in the event they are in a rush or out of the office for a weekend, they can still read the ebooks that they buy.

The profit potential is literally through the roof! With ebooks, you never have to worry about keeping inventory, dealing with shipments and in the event your information needs to be updated, you can make appropriate changes in a matter of minutes and email a revised copy to your entire customer base!

So, the question that should be weighing on your mind is.. 'How can I create my very own information product?' and this report focuses on showing you exactly how to do it quickly, easily and at the lowest cost possible.

Let's begin!

Market Research

Before you can create a winning information product that people will be more than happy to buy, you need to evaluate your market and determine:

- 1) What people are already buying***
- 2) What people are genuinely interested in***
- 3) How you can take a new approach or angle to your product***

You need to have a general idea as to the market you are interested in so that you can take a closer look, and research it thoroughly. The more you know about your market, the better your chances of creating a hot-selling product that clearly provides a solution to the problems or questions that potential buyers have.

Research is extremely important both in gauging market demand and in being able to identify who your target market really is.

You will never be able to create an information product that appeals to the masses, since people are interested in many different things EVEN within the same market or niche.

This means that you need to segment your target audience and focus on communicating and connecting with a specific audience.

For example, the “weight loss market” is a broad market and within it are many different smaller market segments, including:

Moms who want to lose weight after a pregnancy

Seniors looking for simple workout routines

Men looking to gain muscle and shed weight

While all of these people want to lose weight, each segment is interested in a specific weight loss focus, and your information product needs to have a clear focus so that you can cater to a specific customer base.

Don't be afraid to be specific!

You can create additional information products that target additional markets later on, but your first info product should be VERY specific and highly targeted towards a segment of a broader customer base, otherwise you'll risk diluting your marketing message.

Quick & Easy Strategies For Creating Your Info Product

Creating your information product doesn't have to be an expensive or time consuming process. In fact, even if you have never written an ebook before, you can use powerful 'fast forward' strategies of creating, compiling and distributing your information product quickly and easily.

Here are a few ways to get started:

Use Article Content

One of the easiest ways of creating an information product is by breaking down your content into smaller segments. It's a daunting task to take on a 200-page ebook, but by breaking down chapters into a series of articles, you can quickly compile them into a full length ebook, while retaining focus and a solid structure the whole way through.

Just stringing 25 articles together could easily form an ebook product, and if you plan to outsource your information product, hiring article writers is often far more affordable than hiring ebook writers, even though the content is ultimately the same!

To begin, create 25 headlines or titles for each article. This will provide guidance and structure as you create your book. You want each chapter to have a very strong focus, carrying your reader from one segment of your book to the next.

Make Money With Short Reports

Information products don't have to be lengthy, in fact, there is a lot of money to be made in short reports.

There are lot of people who prefer bite-size products, especially those with limited time, and by creating a series of short reports, you can instantly maximize your income, while minimizing the amount of time you spend creating your information products.

When developing short reports, consider creating a "series", all based around one main topic.

For example, if you were interested in creating short reports about the blogging niche, you could focus on different aspects of professional blogging including:

How to monetize blogs

How to optimize blogs

How to generate traffic to blogs

How to customize blogs

- and the list goes on!

The objective is to be able to cater to the same customer base, so that once you sell a single report, you have a built-in audience in which to promote subsequent reports.

You can grow a mailing list, become an authority and build a massive customer base just from a 10 page report that eventually ends up being a FULL LENGTH training program!

Offer A Coaching Program

A coaching or training program is a great way to make money from simple information products. You can create weekly lesson plans, video tutorial guides or other training formats compiled from reports, ecourses, newsletters and even conference calls, podcasts and presentations!

Your coaching program can be set up anyway you like it, with students paying a weekly fee, monthly fee or even a one time fee for access to private training and resources.

You could set up a community forum and allow students and members to discuss your market, communicate with staff and of course, gain access to your personal guidance, updates and ongoing support.

Coaching programs can run on a long or short term basis as well, giving you the flexibility of developing a program based around the time you have.

For example, you could create a 6-week coaching program where students receive one new “training package” that includes worksheets, lesson plans, tips and a newsletter, or you could develop an ongoing coaching program where students continue to advance through a series of training programs.

Set Up A Membership Site

You can repurpose content and skyrocket your income just by developing an information-product that centers around a membership site.

With a membership site, you are able to grow a community, building brand awareness and establishing yourself as a credible source for information within your niche market.

Better yet, you won't have to create a lengthy information product before you can start generating profit as membership sites are set up to deliver content a little at a time (either weekly, monthly, or based on a short term program), so you can get started with as little as one months content!

When building a membership website, you want to choose your focus and overall theme carefully, so that you can establish a long-term business plan.

Choose topics that are evergreen and are unlikely to change or become irrelevant, as well as a topic in which you can expand your membership community, catering to different segments of your market, as well as offering different media and content types (audios, videos, lesson plans, articles, ebooks, and reports)

Expert Interviews

One of the easiest ways of developing a hot selling information product, even if you have limited knowledge of a specific topic is by going to the experts!

Not only can you create a stunning information product, but you can minimize the workload by recording a simple interview and offering it in MP3 format, complete with a transcript as a bonus!

You will also gain authority and credibility just by association.

To begin, you will want to identify key players in your niche market and then approach them about doing a short interview.

Be clear about your terms, whether you will provide a summary of questions, how they will benefit either by direct promotions, free advertising or product referrals, and explain how long the interview will be and how it will take place.

You want to be as clear as possible, highlighting how your subject will benefit by participating in this exclusive interview.

Make sure that you work around THEIR schedule; after all, they are essentially the main focus of your information product!

Quick Tips For A Best Selling Info Product

Connect With Your Audience

The difference between winning ebooks and absolute failures begins with how well you know your target audience, as well as your ability to connect with them.

If you can read your ebook from the perspective of a customer who has purchased your book, desperate to find answers to their questions, you will be able to create a compelling information product that directly communicates with your reader, and truly stands out in the marketplace.

Consider the following when writing your book:

- ✓ Are you telling your story so that it directly connects with your reader?
- ✓ Are you answering the most common questions in your market?
- ✓ Are you writing your ebook so that it includes your reader whenever possible?
- ✓ Are you doing your job of showcasing the benefits of each chapter?

Are you ending your ebook with an action plan that will help guide your reader into taking your information and applying it to their situation?

Offer A Fresh Perspective

The best selling ebooks always have one thing in common; they offer the reader with a new way of doing something.

Whether you are writing a “how to” book, or are covering a topic that has been written about many times, you need to do your best to offer a unique perspective, a new way of doing things, or simply an easier strategy to get the job done.

Use Social Proof To Enhance Credibility

Regardless of how well you know your topic, you still have to reassure your readers that you are a credible source of information.

Consider using research, case studies, statistics or facts to demonstrate your knowledge on the topic, and support your information.

Get Personal

If you consider the ebooks that you have enjoyed reading, you will quickly discover that one of the most enjoyable aspects of the book was the style of writing and personal tone that the author used when creating the product.

When you take a personal approach with your writing style, you allow your reader to feel connected to you. You also make the information easier to understand and follow, by avoiding textbook language or stale content.

This doesn't mean that you should write your ebook so that it only tells your story, but rather that you focus on relating to your readers, and engaging them

throughout the book.

Keep It Simple

Keep your ebook simple and straightforward. Don't clutter pages with unnecessary information, or worry about page count.

Write your ebook so that every page features some of your best content, and trim down any clutter.

Your readers will appreciate your direct focus, and will find a greater benefit in being given a clear action plan that guides them along, every step of the way.

Think about exactly who your target audience is and make sure that your content matches their skill level.

While you may be very skilled or experienced with the topic, remember that your average reader may not be, and that they purchased your ebook so that they could learn more from you.

Provide examples and checklists whenever possible. It will help your reader understand your information and will guide them throughout your book.

Pay Attention To Your Title!

Many ebooks sell simply because of the title used. Titles need to be compelling, capture attention and speak directly to your target audience.

Sometimes a book's title needs to change after the ebook is written, especially in the case where you may have taken a new approach or changed the initial focus

of your book.

Take a close look at the titles used by your competitor's to determine what kind of keywords are being used.

Focus on action words, or words that trigger an emotional response from your target audience.

Proof Your Info Product

If you have spent a lot of time writing your ebook, you may be tempted to just push it out into the ClickBank marketplace. Take your time!

Proofreading your ebook is a critical component in creating the highest quality ebook possible. You need to make sure that the grammar, spelling, punctuation and layout of your ebook is professional.

If possible, consider hiring a professional proofreader who can review your ebook. Sometimes it's difficult to catch mistakes or improve your ebook when you are the creator, so by hiring a professional proofreader you can benefit from a new and honest perspective.