

Product Creation Tips

- **Books are evil**
- **Ugly usually sells better**
- **Sell products that have no relationship to the manufactured cost (You are selling information!!)**
- **Fast Start...Something**
- **Produce Less Than More (publish on demand)**
- **Do not create packaging that locks you into your product**
- **Easier to sell products that have the appearance that the work is done for them instead of them having to 'learn' to do something (sell the fish)**
- **Appearance affects sales**
- **Appearance affects refunds**
- **Place other companies' information in the product to defray costs**
- **MORE \$\$ FOR REAL PRODUCTS THAN ONLINE DIGITAL PRODUCTS**

Things To Think About When Building An Info. Business

1. Bulk vs. Concise
2. Perceived specialized (higher response, more \$\$)
3. Perceived ease of use (affects return rates, fast start something, access to Guru)
4. Tools (things that can be used immediately)
5. Breaking the news...of the truth
6. Unique
7. Claims that can be made (regulatory considerations)
8. What can be guaranteed
9. Ability to 'pitch' the product in 3-5 minutes
10. Does the product set up a subsequent sale?
11. Is there an immediate up sell (inbound tele-marketing, order form)
12. Is there an immediate down sell to a less expensive product to non-buyers
13. CONTINUITY
14. Price (that links to cost – no less than 10 to 1)
15. Production logistics
16. Refund likelihood %
17. Distribution efforts other than your own efforts
18. How long will the product live without having to change or update it?

Advanced Product Strategies/Secrets

- **Must have ‘at least’ a Basic and Deluxe (Have to play it fair)**
- **Easiest buyers to sell to are people already doing well**
- **If possible – create the BIG package**
- **Use air to add value (i.e. GKIC Gold Membership)**
- **Add a supplement to a generic product in order to niche it (i.e. Green Growth)**
- **Build value then drop price to make it appear to be an unbelievable value**
- **Knowing when to bail (outbound tele-marketing)**
- **Relevant or irrelevant bonuses (personalized gift)**
- **Licensing**
- **PUBLIC DOMAIN**

Reality

- **Three Magic Words**
I A M
- **Only 20% Are Going To Do Anything**
- **Only 5% Are Going To Become True Users**
- **Niche**
 - Front-end will only be profitable for a period of time, then should continue as long as break even
 - Back-end will eventually be the business