



How to Create Your Own Range of Info Products

Have Your Own Product, Ready to Sell in Just a Few Hours

How To Create Your Own Range of **PAID** Products Using **FREE** Software

by

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www.ProductCreationFunnel.com



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This product comes with Master Resell Rights

- [YES] Can be bundled with other products.
- [YES] Can be sold and you keep 100% of the sale.
- [YES] Can be added to paid membership site.
- [YES] Can sell the resell rights.
- [YES] Can sell the master resell rights.

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- [NO] Can edit the product in any way.
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How to Create Your Own Range of Info Products

Have Your Own Product, Ready to Sell in Just a Few Hours

Where to Start

Start at the beginning, with what you've already got! We all have skills we can teach, knowledge we can write about, contacts we can call upon and social networking profiles we can use more effectively.

I'm going to show you how to create your product funnel, top and bottom as well as side to side! Please note that not all these ideas will fit your business nor will they fit the type of business owner you are, however, they may spin off other ideas in yourself that you can use.

First of all you need to be honest with yourself on how you work best. What I mean is, please don't struggle to write an ebook if you hate writing or find yourself procrastinating when you have to write. Work with your strengths. Is that talking, writing or creating videos or a mixture of those? There is a product creation style that suits everyone, you just need to find yours.



How to Create Your Own Range of Info Products

Have Your Own Product, Ready to Sell in Just a Few Hours

Simple Ways To Build Up Your Product Funnel

If you have been online for any length of time, chances are that you have created a few articles to help promote your business, whether you have placed them on your website as content or as a blog post, or have submitted them to article directories.

To start your product funnel you can easily use these articles and create a report to either giveaway or to sell as a low cost entry product. If you prefer audio products, then you can read the articles to produce either a promotional podcast or audio download, or sell it as an audio product.

Going a step further, you can add pictures or screen captures to make a story out of your articles and create videos.

Basically a product funnel is the range of products that you have for your business. At the start of your funnel you have your free or low cost products, then you increase the value of your products to the next price level and so on until you have products that can cost your customer thousands of dollars.

The idea is to move your customers through your product funnel from buying low cost products from you, to ultimately buying your high price products.

You will need to test each price point to see which sells the best, but starting with a free product or a \$7 report, like this one, is a great place to start. Next you can move to a higher priced product, under \$100. These price points are usually \$17/\$27/\$37/\$47/\$67 then \$97.

The next level is \$127/\$147/\$167/\$197. Then you raise your product price to \$247/\$297 and so on. Remember that you must always be adding more value to your products at each stage, even if that is just perceived value. Your aim is to produce not only great



How to Create Your Own Range of Info Products

Have Your Own Product, Ready to Sell in Just a Few Hours

products but to produce a huge fan base of clients who will gladly sing your praises to anyone who will listen.

With social networking being so popular, you only need a few customers to not be happy with your product, and for them to tell their friends, followers, fans and you will see your business disappear overnight! Don't let that scare you, just be aware NOT to send out rubbish products or spam products – in the long run it will do more harm than good.

Also, make sure you have great customer service. Even if you are your customer service department, make sure you answer every customer query and complaint with a cheery email! Refund quickly without question as it's cheaper to do this than argue and get a bad reputation.

Ok, let's get onto the fun aspect of this – let's find out how to create products ...



How to Create Your Own Range of Info Products

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How To Create Written Products

Now that you see the process for building up your written product funnel, you need to know HOW to create these products.

The easiest way is if you are using [OpenOffice](#), which is open source software that rivals Microsoft Office but without the price tag (it's free). Once you've saved the document, you can export it into a pdf. This is what I use to create my pdf's.

For free pdf creator software, you can use [PrimoPDF](#), just download it and put it to use!

If, however you don't want to use Open Office or to download software, you can use this online pdf creator such as [Free PDF Convert](#). All you need to do is upload the document on the website, enter your email address and then wait for it to be delivered to your email inbox. Just a word of warning for this method, often the way these services earn an income is by selling your email address to third parties, so it's best to go to yahoo or hotmail and get a throwaway email address, instead of using your main email address. This way if you start getting too much spam through your email account, you can just drop that account and set up another one.

Often it can be more visually pleasing to add images into your reports and ebooks. You can get free images from:

[sxc.hu](#)

[FreePhotos.com](#) (you need to give a link back to the site in order to get the free images)

Can't find what you are looking for on the free image websites, then you can always use my favourite - [iStockPhoto](#)



How to Create Your Own Range of Info Products

Have Your Own Product, Ready to Sell in Just a Few Hours

How To Create Audio Products

Audio products often are perceived as having a higher value than written products. Obviously the higher the price of your product, the better quality it needs to have.

It is a very good idea when recording audio products to rehearse what you are going to say. This way you can also test out the length of your recording. Also when rehearsing your recording, you can take notes on things that you'd forgotten to add in first time around.

If you are finding that you are making too many umms and errs then why not write down everything you are going to say, word for word, and then you will already have the transcripts of your audio created and can use this to sell or use as an added bonus.

[Audacity](#) is audio recording and editing software that is also open source, which means it's free to download and use. It may take a little getting used to the editing features but it's a great way to start making audios.

Another great free audio creation tool is to use a free conference call resource, all you are paying for is the price of your phone call. [Free Conference Call](#) allows you to record the call and then download the recording. You are only allowed to keep one recording on your account at a time, so make sure you download it before recording anything else.

Teleseminars are a great way to create a product and to earn some cash whilst creating your product. You can charge a fee to attend and give the recording of your teleseminar for attendees, or attendees can attend live but they have to pay for the recording. You can carry out your teleseminar using Free Conference Call or you can use [Instant Teleseminar](#) which allows you to save more than one recording on your account, and allows attendees to listen via their computer (webcast). Another advantage of Instant



How to Create Your Own Range of Info Products

Have Your Own Product, Ready to Sell in Just a Few Hours

Teleseminar is that it allows you to let your attendees listen or download your teleseminar using it's own teleseminar link you've already created. They have also updated their services and now you can password protect your pages for paid events, as well as being able to show PowerPoint presentations to your audience too, which are also recorded. Follow the Instant Teleseminar link above to get a \$1 trial of the service for 21 days.



How to Create Your Own Range of Info Products

Have Your Own Product, Ready to Sell in Just a Few Hours

How To Create Video Products

There are a variety of video products you can produce as well as a variety of ways you can create those video products. Most video products that sell well are instructional videos.

Instructional videos can either be created by following your actions on your computer screen to show your viewer how to do something such as use a software program, or they can be created from presentation software such as Microsoft PowerPoint. If you are using a presentation you can always turn it into a pdf and include it as a bonus, or as an upsell.

For a while there, [Camtasia](#) was the only real choice for creating how to videos, now there are many more options, some are even free!

If you are just starting out then using free products is a great way to keep your expenses down and so long as you keep the price at the lower end, nobody will care that you've used free software to create it!

There are a few options you can use, the first is pretty simple to use and free. [Screentoaster](#) doesn't require you to download any software, you use the application on the site to record your screen capture video. The default setting on here for saved videos is set at "public" which means everyone can see your video, which is fine if you've just created a promotional video, however, if you are creating a paid product – not so good!

Good news, you can edit the settings so that it's private and only people with the direct url can view it, or set it with a password. Yes, you can download it and embed the video wherever you like so that your customer doesn't need to go to ScreenToaster to view it!

Next is [Jing](#) which has been created by TechSmith, the creators of Camtasia. This is a free download to get the software, so all you



How to Create Your Own Range of Info Products

Have Your Own Product, Ready to Sell in Just a Few Hours

need to do is download it and start creating your products. There are some limitations with it, however as it's free and it's big brother software, Camtasia, is around \$250, it's something you can live with for a bit!

Just as teleseminars are a great way to create products with a live audience and earn some cash while you are creating your products, webinars are the video equivalent.

I have some great news for you, [DimDim](#) offers a free 30 day trial of their professional service and even better news, is that even at the end of your trial and you don't want to stay with the professional version, you down grade to the free version and you can STILL create free videos and hold webinars for up to 20 people.

If you don't want to do your webinar live, then you can pre-record it but as per the teleseminar and audio recordings, if you are having a voice over (speaking through the video) I would script it out and practise what you are going to say a few times before actually recording the final version.

That's the great thing about these free softwares, you can use them to get better at presenting using real tools so that when the time comes to do your teleseminar or video for real, you are well prepared and come across as very professional.

Also, as an added bonus, when you become known for doing teleseminars or webinars you may be asked to be a guest on a radio show, another business owners teleseminar as a guest expert or even to do a webinar for a group interested in your topic.

Creating teleseminars, teleclasses and webinars can definitely open many other doors for you!

Just incase you missed the reference to being a guest on other people's teleseminars, flip that around and if you are not sure about what product you could create, you could create an interview series with different experts in your field – that compliment your business



How to Create Your Own Range of Info Products

Have Your Own Product, Ready to Sell in Just a Few Hours

rather that competes with it.

All you need to do is set up the teleseminar and ask your guest to also promote it to their mailing list, prepare the questions beforehand and away you go.



How to Create Your Own Range of Info Products

Have Your Own Product, Ready to Sell in Just a Few Hours

Product Copyright

As you will have seen with this product that it comes with master resell rights. Most of my other products are only for personal use, but what's the difference?

Private Label Rights (PLR)

Private label rights usually means that when you receive a product with private label rights that you can then claim the copyright for that product and put your name as the legal author.

So why sell PLR to your products? It is a good way to get an extra income from the products you've created, especially if their sales have dried up a bit. It means that you sell the product in Word or txt form, so that the buyer can then edit any part of it they require and sell it on as an original product, with their name as the author.

You have 2 ways to sell PLR products, you can either allow your customers to sell on or giveaway your products, or you can allow them to edit the products in any way but they can't sell them on in PLR form.

Resell Rights

Resell rights are where you allow your customer to sell your products without editing it in any way and keep 100% of the sale. Your customer is not allowed to sell on the rights to sell the product to their customers unless it comes with master resell rights.

Selling a product with master resell rights is a great way to boost sales, as it encourages your customer to promote your product to their mailing list and visitors to their website for an extra income, while it gives you more promotion of you and your business.

If you decide to give away a product with resell or master resell rights it's a good idea to put a little "carrot" at the end of the



How to Create Your Own Range of Info Products

Have Your Own Product, Ready to Sell in Just a Few Hours

product to encourage those who come across your product through other means than your own website, to visit your website for an extra bonus or free gift in return for subscribing to your mailing list.

Personal Rights

This is probably the most popular way to sell products. This is where you only allow your customer access to your product. Your customer can't give your product away to friends nor can they sell your product and keep the profits or edit your product and claim themselves to be the original author.

If you are creating products just with personal rights, then you must have a copyright statement near the beginning of the product, if it's a written product, to make sure that your customers realise that they can't edit, giveaway or sell your product.



How to Create Your Own Range of Info Products

Have Your Own Product, Ready to Sell in Just a Few Hours

Let's Go Plus Sized!

Now that you know how to create the different kinds of products, let's go plus sized, so that you know how to go up the product funnel.

Just like the articles example, where you take 1 article and add it to a few others to make a report, you can take a few low end products to produce a higher priced product.

Unfortunately, it's not quite as easy as the article example as many of those who bought your low cost product will buy your higher priced product and they won't be happy to see it, word for word, as part of a new product they have just bought from you. So what do you do?

You expand it. You add more instructions, you add more tips, more insider secrets etc. Make it more valuable. Add some bonuses that make your product appear more valuable.

From the report, create an ebook, or a written course.

From the audio, create an audio course.

From the video, create a video course.

Or a mixture of the above.

With a course you can either have it so that the course is delivered in 1 download, or over a period of time. If you deliver it over time then this is known as a continuity program, and is very popular with internet marketers.

A micro-continuity program is a course that lasts for a set time, e.g. 6 months, 52 weeks, 7 days etc.

It can easily be delivered via autoresponder, using hidden pages on your website. We'll go into the deliver system later on.

The more automated you make your product and sales funnel, the



How to Create Your Own Range of Info Products

Have Your Own Product, Ready to Sell in Just a Few Hours

easier it is for you to manage.

Another model you may be interested in is the membership model. This is where your customers pay you a membership fee each month, or it can be a one-off fee depending on what you are offering in your membership site, for access to your content and membership benefits.

There are a variety of ways to create a membership site.

The simplest is to use password protected pages and only allow those with the password to gain access, you can give them the password once they have paid, via your autoresponder. Although simple and cheap to set up, it's not very professional nor secure.

If you have a WordPress website [Wishlist](#) seems to be the software of choice. It is priced at \$97 for 1 domain and \$297 for unlimited domains. It integrates with many shopping cart and payment systems you will already have in place, which is great!

This should be something that you build up to, once you have built up your mailing list and customers of your lower end priced products so buying a solution won't be a problem!

If you have a Joomla website then it has an already built-in ability to create a membership site with it's log-in capability. It is somewhat limited as the free option on Joomla 1.5 but there are paid solutions available. However in it's 1.6 release, there will be greater inbuilt (free) membership capabilities – something I'm definitely looking forward to!

Last but certainly not least is [Amember](#) Amember allows you to take a part of your website and create a secure membership site from it. They have plugins for most website types and payment processors, and they also have an inbuilt affiliate system for you to use.

Creating a membership website may seem very appealing, as



How to Create Your Own Range of Info Products

Have Your Own Product, Ready to Sell in Just a Few Hours

working out the figures of 1,000 members per month @ \$27 = \$27,000 a month. Seems simple when you put it in writing, but it's not! It can be hard work, as you need to create fresh content each month, although you can outsource some or most of this as your budget allows.

You should really only think about creating a membership site when the number of your subscribers who are buying something from you is at such a level that sending out notification of your new membership would bring in a certain level of guaranteed signups. I know there are no guarantees in this business, however it's better to wait that put lots of time and energy into building a membership site, only to have a few people sign up.

The beauty of having a membership site is that you need to do the same level of work if you have 1,000 members, or you have 1 member. It's always better to have the 1,000 members, even 100 to start with.

If you have an affiliate program then you can enlist the help of your affiliates to promote your membership site too.

That is why more and more internet marketers are choosing continuity programs, we'll be discussing them later, which can be automated, over the membership model but you will know which suits you and your market better. Test, test and test again for the best results.



How to Create Your Own Range of Info Products

Have Your Own Product, Ready to Sell in Just a Few Hours

How To Deliver Your Product

Now we've gone over the creation of your product, now we need to discuss the delivery.

There are a variety of ways to do this and for me, the cheapest and easiest way is to use [ejunkie](#) which not only delivers your product but also sets you up with an affiliate program too. You get a free trial to test everything out that lasts 7 days, and even after that finishes, you will ONLY pay \$5 per month for up to 20 products!

You can use Ejunkie as your shopping cart, delivery system, payment system AND affiliate system. You will have to pay your affiliates each month directly but they make this easy for you to do.

They will host your digital products and all you need to do is add a piece of html code to your website where you want your "buy now" button to be. As soon as someone buys it goes directly into YOUR paypal account, no waiting around.

There is another way to deliver your products cheaply and that is by using your autoresponder or email marketing software as it is also known.

There are 3 main autoresponder companies to choose from, each offer either a free trial of their service or a free version, which comes with advertising on each email you send out as well as a limited service (usually just 1 autoresponder per account). This is fine if you are just starting out, however if you are already established, you should have your autoresponder already and this delivery system won't cost you any extra!

I use [GetResponse](#) as my autoresponder, which I'm very happy with and it works out cheaper than [Aweber](#) which quite a few of my clients use and Aweber also offer a \$1 first month trial. To compare the 2, GetResponse is the cheaper option although the less well known brand (although it's catching up!) and most of the emails



How to Create Your Own Range of Info Products

Have Your Own Product, Ready to Sell in Just a Few Hours

you will receive from internet marketers will be from Aweber, apart from mine!

Another option is [Constant Contact](#) which offers a 60 day free trial. This is another great way to get started, without the initial expense.

However, please remember that although moving subscribers from one email marketing company to another is very simple, you may lose some of your subscribers as they will have to double opt-in again to join your new provider. In some cases this can be a good thing as it gives you a better idea of how responsive your list is and your click through rate ratio should go up, but if you lose many of your subscribers it may not be worth the move. Therefore think carefully about which service you go with initially and join it for the long-term, not just for the duration of the free trial!

One thing that you can do if you want to change over providers to ensure a higher uptake in moving over, is to offer a valuable bonus to those who take the time to sign up with your new provider. It doesn't have to cost much, just have a high value to your subscriber. Remember all the tools you have available to you that were mentioned at the beginning of this report -put them to good use!

Now how to use your autoresponder as a delivery system!

It's not the best way of delivery but if your budget is too tight to pay for anything extra this is a quick fix and it will also get your customer on your mailing list – which is important.

I'm presuming that most people will be using Paypal to take payment for your products, if you don't use [Ejunkie](#) for the whole thing.

When you set up your Paypal “buy now” button you need to go into extra settings and set the return page to a page you will create on your website that will have your autoresponder sign up box on it, stating that in order to receive the purchased product, please enter



How to Create Your Own Range of Info Products

Have Your Own Product, Ready to Sell in Just a Few Hours

your name and email address and it will be delivered immediately to you.

You will also need to upload your product to your hosting account and create a page with the link to download your product (which will be hidden from the rest of your website).

In simple terms:

1. Complete product.
2. Upload your product to your hosting account, taking note of its url e.g. (<http://www.mydomain.com/Hidden/myproduct.pdf>)
3. Create a hidden page on your website with "thank you for your purchase" and create a link to download your product within the page.
4. Create an autoresponder for this product.
5. Where your autoresponder asks for the page to return to on a successful signup to your autoresponder – add the hidden thank you page you've just created.
6. Create a message in your autoresponder that will be sent immediately after signup confirmation, with a link to your download page. This is to make doubly sure that your customer receives their paid product.
7. Create a sign up or email capture box from your autoresponder.
8. Create a hidden page on your website with your autoresponder sign up box entered on it. Take a note of the url of this hidden page.
9. Next go to Paypal and create your buy now button. In order to do this your Paypal account must be at least a business account, i.e. you can accept money! In the last steps (step 3) you can add a page to return to once payment has been received, in here you want to add your sign up hidden page on step #8. Copy and paste your code.
10. If you haven't already, create your sales page to sell your product and once it's ready you can add the Paypal code you received on step #9.
11. **START PROMOTING THIS PAGE!**



How to Create Your Own Range of Info Products

Have Your Own Product, Ready to Sell in Just a Few Hours

If your budget will stretch to a more automated and professional solution then I suggest that you start as you mean to go on!

There is an all in one solution that has autoresponder, shopping cart, product delivery, payment system and affiliate program built into it. That is [1ShoppingCart](#) and they charge for the whole system \$97/month which is cheaper than some of the autoresponders when your list gets to the 10,000 mark.

The main downside of using 1ShoppingCart is for future use if you want to use it to administer payment on recurring billing and you only have Paypal. It doesn't allow Paypal recurring billing, however it does offer other alternatives, which often works out cheaper than Paypal anyway.

A product that is relatively new to the market is [Nanacast](#) which offers a very affordable and complete solution for product delivery, payment system (including one click upsells), membership software and inhouse affiliate program. One of the great features is that you can automatically enroll customers to your affiliate program and when they login to download their purchase, their affiliate link will be in front of them at all times.

This comes in at \$97/month to \$147/month, although you still need to have a separate email marketing supplier. The good thing is that each customer will automatically be added to your mailing list as soon as a purchase is made, making things so much simpler!

Nanacast encourage you to create your products in membership form so that all your customer purchases can be found in one place, and it also makes it easier for you to add bonuses to all accounts in one click. Another great bonus is the membership side of the software, creating a membership or continuity program has never been so easy!

Now the ultimate sales machine has to be [Infusionsoft](#) as not only does it have everything you will ever need to automate your product funnel and sales machine, it just works like a dream! It is

www.ProductCreationFunnel.com



How to Create Your Own Range of Info Products

Have Your Own Product, Ready to Sell in Just a Few Hours

quite pricey but you can get a basic account 15 day trial to test it out. This definitely tells your customer you are serious about your business and something to look into once you get selling your products!

If you are using WordPress, there is WordPress Simple PayPal Shopping Cart plugin that you can use. It works in a similar way to the Paypal example above, in that you need to create a download page that you link to the shopping cart.

To install this to your WordPress account, go to Plugins and Add New Plugin. Then search for WordPress Simple Paypal Shopping Cart and install it, then enable it. It shouldn't take long to configure it, then you are ready to start selling and promoting your product – after you've created your hidden download page. I use exclude page plugin to create hidden pages on my WordPress sites.

If you are using Joomla, then VirtueMart is the shopping cart and product delivery system of choice. That's what I use at [Internet Growth Systems](#). It's pretty easy to set up and it works great for downloadable products.

An alternative to using your own inhouse systems, you can use the power of affiliate marketing. That is, you sign up to sell your products through a third party, paying them a small fee in return for using their army of ready to sell affiliates. Some offer to do all the payment administration for you, while others you will have to pay your affiliates.

[Clickbank](#) is often the first place affiliate marketers turn to, for products to promote and earn an income from. Clickbank charge \$49.95 to list your product which is a one-off fee and then they charge 7.5% of the sale plus \$1 for each sale. When they pay you, your part of the sale, they charge \$2.50 for each payment period they send you a check. So in effect you get paid exactly the same as an affiliate for your product. However the bonus is that you don't have to administer your sales, it's a hands free operation, apart from the customer service.



How to Create Your Own Range of Info Products

Have Your Own Product, Ready to Sell in Just a Few Hours

[PayDotCom](#) is a Clickbank alternative, in that you will get paid immediately for any sales you get for your product, however you need to keep some of that income back in order to pay your affiliates. However, you can pay all your affiliates with one click – mass payment – through Paypal.

You can enter your first product on PayDotCom for free and the administration fees are split between yourself and your affiliate, if you have one to a maximum of \$3 per sale. If you want to sell more than 1 product then there is a one-off activation fee of \$29 for unlimited products.



How to Create Your Own Range of Info Products

Have Your Own Product, Ready to Sell in Just a Few Hours

Final Thoughts

Creating products IS easy, IF you take the time to create them. You can easily add 1, 2, 3 or more income streams to your business in a short period of time, as well as cater for the different budgets that your customers may have.

Why not, switch off your phone, close your email program and set aside a few hours to create a product. The more products you create, the easier it gets. I struggled for years to create products, always putting it off and now I've started, I can't stop! I love it!

Once you have your own products you can use them to bring in extra cash when you need it by having a sale, or by bundling your products together into a special offer. The opportunities are endless and certainly far more than if you are just promoting others products and services for profit.

Please keep an eye in your inbox for more tips and help on creating your own products, website development and software reviews.

Good luck!



How to Create Your Own Range of Info Products

Have Your Own Product, Ready to Sell in Just a Few Hours

Resources Section

[OpenOffice](#)

[PrimoPDF](#)

[Free PDF Convert](#)

[sxc.hu](#)

[FreePhotos.com](#)

[iStockPhoto](#)

[Audacity](#)

[Free Conference Call](#)

[Instant Teleseminar](#)

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[Nanacast](#)

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How to Create Your Own Range of Info Products

Have Your Own Product, Ready to Sell in Just a Few Hours

Want Your Own \$7 Reports?

Want to create \$7 reports of your own? Then you can get the exact scripts I used to create this report for only \$7! [Click here](#) to get the report, scripts and installation instructions.



How to Create Your Own Range of Info Products

Have Your Own Product, Ready to Sell in Just a Few Hours

Want More Resources to Build Your Information Empire?

Join the FREE Information Empire Newsletter and get tips on how to create your products, where to sell, how to market and increase your profits.

[Http://www.productcreationfunnel.com/blog](http://www.productcreationfunnel.com/blog)

Additional FREEBIES and special offers are added regularly, only for subscribers.

If you've bought this report from ProductCreationFunnel.com then you're already on the list and here's to our product creation profits!