

# Rapid Info Product Creation



**By Tom Buford**

**5 Simple Steps to Creating a Best-Selling  
Digital Information Product in Less Than  
7 Days... Guaranteed!**

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Digital Information Product in  
Less Than 7 Days...Guaranteed!”**

By Tom Buford

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## Introduction

### Excerpt from audio transcription:

Well hello there. This is Tom Buford of InfoProductSolutions.com and I want to welcome you to Rapid Info Product Creation. This is your step by step guide to creating a best-selling, digital information product in less than 7 days guaranteed, in less than 7 days guaranteed. I've done it many, many times and I decided I was going to outline this for you so you can do it too, because I know there's a lot of moving parts and moving components to creating an information product. It's actually a pretty simple process, but there are a lot of things in motion at one time, which tend to be confusing.

So I'm creating this program for you so that you can have your checklists, so that you can see how everything lays out one step at a time. I break it down into five basic, simple steps to creating your digital information product. And then from the digital product it's very easy to turn that into a physical product as well.

But what we're going to talk about here is how to create your digital information product. Let me back up and tell you who I am, why I'm here and why you should be listening to me. For about 15 years I owned an automotive painting business and it was a great business. I was living the life. I was making six figures while I was in my 20s, but the problem is, after a while, after the exposure to the chemicals, being in the sun all the time, I started seeing some signs of health concerns. I thought, "You know what? There's no amount of money in the world is worth risking my health." And I started doing some soul searching and thought, "You know what I would love to do? I love small business. I really would like to go out there and help other small business owners start their businesses."

I went through a coaching curriculum and I found at the end of the coaching program that there was no guidance on fee setting. So I thought, "Let me crack this code. Let me figure out how to set my fees and help other people set their fees. Teach them how to charge what they deserve." I created a program called [chargewhatyoudeserve.com](http://chargewhatyoudeserve.com). Well, the very, very first money that I made as a coach was actually selling an information product. And I've got to tell you, it was a rush. It was killer. I actually had the opportunity to meet somebody at a networking event at the Georgia Coach Association, and the keynote speaker there I thought I would love to meet her. I've got to talk to her. I've got to introduce myself to her, let her know what I do. I did that and she asked if I would talk to her list. She asked if I had an information product or something to sell her list. I kind of shined it on and said, "Oh yeah. I'm just wrapping one up."

Man, I didn't have anything. I knew I could put it together. I already had an outline in my mind. I just didn't have the incentive to put it out there. So we set the date and I'm thinking, "All right. Time to jump. I can't lose this opportunity." So I did sit down, I created an information product; I did a lot of things wrong. It took me a lot longer than it should have. I could have added a lot of perceived value to the product; I could have done a lot of things and made it easier on myself. But you know what? I didn't have anyone showing me what to do. There wasn't anything out there like this, like the Info Product Solutions or the Rapid Info Product Creation Program. So I was kind of flying by the seat of my pants.

As it happens, we split about I think it was a 3300 dollar commission for a 45 minute teleconference, teleseminar. So pretty cool. Pretty cool. Made quite a bit of money that day. Obviously there was work leading up to it and creating an information product. Again, if I had to do it over again, I would do exactly what I teach people to do now, and this is the way that I create information products now.

So that is where I'm coming from. That's why I am fond of information products. I absolutely love them. And there are other reasons in addition to just offering an opportunity to create large chunks of cash at a time, there are a lot of other valid reasons for creating information products.

Number one, joint venture partners, as you can see in this example that I had with this gal, joint venture partners love it. They know you've got something there to sell. Usually at a price point that's easy to sell to their list and it just makes good business. They're very simple to create. It builds your know, like and trust factor. In other words, people get to know, like and trust you faster when they get to hear your voice, or they get to read what it is that you're sharing, they don't necessarily have to invest hundreds or thousands of dollars to work with you.

This actually bridges that gap. It gets people there to invest in your higher level programs much quicker when you have something that they can get introduced to you with. So it builds the "know, like and trust" factor. Passive revenue – if you want, you can set it and forget it. You can be selling through your auto responder, if you have a newsletter, all sorts of things you can do. I prefer to be a little more proactive in marketing my information products, but if you want to just put it out there as passive revenue, it's always there for that.

Information products position you as an expert. Here's the thing, an information product is easy to create if you know what you're doing. A lot of people don't know that. They don't know what to do, it seems confusing, they don't know where to start. They don't have the resources. They don't know what type of information product they should create and so they don't do it. If you take the time and take the effort, make the effort to create the information product, to go through this program that I'm laying out for you, in 7 days you can have an information product. And I don't mean 7 days of 24 hours a day. I mean a couple hours a day for a week. Or you can bang it all out in one day, most of the

work. There's other things that are just going to take a little bit more time and I'm going to go into that. You can knock out an information product. And when you do that you have taken the time to put your information down and offer it to your market.

Most people aren't doing that and that's why it positions you as an expert, because you're the one that took the time to actually do this. It also helps you gain clarity on your own topic. This is actually a pretty cool side effect of creating an information product that people aren't aware of, they don't think about this. But when you go through this process with me, you will have more clarity on your topic, on what it is you share with your market, because I'm going to have you sit down and create a step by step program, some sort of a step by step system that you can share with your market. It has a beginning, middle and end and it is going to help you gain clarity on what it is that you share. This will help in your elevator pitches, it's going to help when you're sharing your information at networking events. It is just all around good for your business.

Now why do I like digital information products? And by digital information product I mean an audio download, a PDF download or both. I like them because they're simple and quick to make. I also like them because there's absolutely zero cost to fulfill. In other words, when somebody buys, there's no expense for you to deliver it. You just set it up in your auto responder, you set it up in your shopping cart where when somebody purchases, ding, you get the cash, they get the product, that simple.

I guess as a side note with everyone going green these days, it is a positive there. You do not actually have to create a physical product. You're not using paper. You're not using plastic or anything like that. So that is a very cool added benefit as well.

Also there is an instant gratification and this can increase your sales. Instant gratification means if somebody's sitting there on the internet and they're looking for something and they want a solution right now. It's midnight, they're up late, they're thinking about it, it's on their mind. If they think, "It's going to take three to four weeks for me to get that book or that CD set." That might be enough for them to say, "No. I don't want to wait." But when you have an information product that you can deliver in their "in" mail or their inbox, their email inbox, right then within 60 seconds of them hitting "buy now" that is a great upsell. That is a great reason for somebody to make that purchase. So there's that instant gratification that will actually increase your sales.

And you know what? It is just good old fashioned set it and forget it type of revenue potential. Again, I like to be a little more proactive, a little more aggressive in selling my information products, but listen. If you have people coming in and subscribing to your newsletter and you put some promotional material in your auto responder, you can be selling your information product without you ever having to do another thing. You have it all set up. All you have to do is get people to your website. And hopefully you're doing that already.

## **Why do you need an information product?**

- **Build the “know like and trust” factor with your market**

Information products are one of the quickest ways to build a long-lasting relationship with your market. You allow them to get a “taste” of what it’s like to work with you, but without the larger investment of your higher end programs
- **Passive revenue**

If you really want to begin leveraging your time and stop trading hours for dollars, creating information products is an amazing way to get that process going. You can easily promote and sell information products in simple emails that are delivered to your newsletter and ezine subscribers on auto-pilot. Just add promo material and links to your sales pages in your auto-responder. Set it and forget it!
- **Positions you as an expert**

Most people won’t actually follow through and create an information product. That’s great news for you because when your market sees that you have taken the time and effort (and very little of both if you follow my simple steps) you will be instantly thought of as an expert in your market.
- **Helps you gain clarity on your topic**

Many coaches, consultants, speakers, etc struggle with gaining real clarity on what it is that they want to share. The simple process of outlining and creating an information product will shed a tremendous amount of light on your hot topics. Once you’re done with this program it’s my hope that you will have more clarity on your topic than ever before!
- **Have something to offer rather than always trading time for leads**

The “one price fits all” business model will put you out of business for sure. If you want to rapidly increase the amount of money that comes into your business you need to create multiple offers for your market. Creating info products is one of the best ways to add a selection of options for your prospects.

### **Why a digital info product?**

- Simple and quick to create

Info products come in all shapes and sizes.

You can have:

Video

Audio

Print

Any combination of the above

Digital downloads

Physical CDs, DVDs and workbooks

A digital/physical combo

But a digital download is by far the easiest to create and to deliver.

- Absolutely zero cost to fulfill

It doesn't get any cheaper than free. The cost of actually delivering a digital download such as a PDF workbook or an MP3 audio is zero.

- Instant gratification can actually increase sales

Think about the sense of urgency that many people have when they are scouring the internet for information. They want answers to their questions and solutions to their problems NOW, not later! With a digital download you can deliver your product to your marketplace instantly.

- True “set it and forget it” type of revenue potential

As I mentioned above, you can easily promote and sell information products in simple emails that are delivered to your newsletter and ezine subscribers on auto-pilot. Just add promo material and links to your sales pages in your auto-responder. Set it and forget it!

You can have articles written for you that direct people back to your website where you sell your info product.

And so on...

**Tips to using this program:**

- 1) Start by printing out the checklist starting on page 39
- 2) Be sure to view the resources on page 41
- 3) Read through the material once to familiarize yourself with what's to come
- 4) Sit down and start to work on step #1
- 5) Set a goal date for having your info product completed

Now, let's get started creating your best-selling info product.

\*\*\*\*\*

## **Transcription of Audio Course**

### **Rapid Info Product Creation**

So let's get started creating your best selling information product. Step number one, and what I'm going to do, I'm going over 5 simple steps, 5 simple steps. And step number one, I'll just outline them real quick and then we're going to jump into the specifics of each of the steps.

Step number one is – pick your best selling topic. You're going to pick your best selling topic.

Step number two is – outline your step by step process.

Step number three is – to talk your outline. Literally, do what I'm doing right now. You're just going to talk your outline.

Number four – get your transcription and graphic design completed.

Number five – you're going to lay out your product and set it up to sell.

## Step number one – pick your best selling topic



All right, here's the deal folks, you don't want to jump into a pool if you don't know that there's water there. In other words, you don't want to start selling something and create something if there's no one there to buy your product. And we often fall in love with our own ideas, we fall in love with this great new thing, and we look around and say, "Look at that! No one else is selling this." Well, if no one else is selling it, there might not be a market. So do a little bit of due diligence ahead of time. Figure out is there a market? Are there people out there already buying something at least similar or on topic to what I want to sell? So do some research.

Here are a couple of really cool places to go. Number one, [adwords.google.com](http://adwords.google.com) – and if you're listening in to this, don't worry, you're going to be able to get a resources page, it will have all these links in there. [Adwords.google.com](http://adwords.google.com) – this simply is a way for you to go in there and see what kind of traffic Google gets on a specific term or phrase. If you put in "information product" you'll see 40 thousand hits a month. So there are 40 thousand people a month that are looking for information product. Now that might mean that they're looking for information product on a specific topic, but that's something you can at least see, "You know what? There's information – people are looking for information product. All right, I've got something to work with there." Whatever that topic is of yours, go in there and see that there is some traffic there. Don't be too broad. If you're a marketing consultant, don't put in marketing. You're going to see 1.4 million searches a month. There is so much competition for that and you're just going to get lost in the mix. What you want to do is you want to find a nice little sub category in there. So Google Ad Words or [adwords.google.com](http://adwords.google.com) does a great job of giving keyword suggestions. So you can go in and look down the

line and see what kind of traffic's going on there, how many people are hitting certain keywords, what kind of competition is there, how much are people paying for the pay per click stuff. I'm not suggesting right now that you buy the traffic. What I'm doing though is showing you a tool that you can use to see, is something competitive? Is it something that people find value?

Often time, people think, "Man, if someone's paying four dollars a click for this keyword, I can't afford that." Well, that doesn't mean that you can't position it in another way or create some sort of organic traffic to your website. What that means is that people are making money off of that. If people are paying four dollars a click for a keyword, they're making money off it. You've got something there. That means you're on to a good topic. Now just figure out how to position it.

Now Clickbank.com is another great resource. You can go to [clickbank.com](http://clickbank.com) and [clickbank.com](http://clickbank.com) what they are, they sell, you know, there's basically affiliate products there and you can go into their marketplace and you can pop into their products and check out specific categories. You can sort by popularity. So if you put in your topic and you pull down the popularity, if you see a lot of products that are in your topic, then you know, "All right. There are people making products here. There are people selling products here. There are people making money on this topic. That is a good topic for you to get into." Again, you don't want to be a pioneer here. You just want to kind of reposition yourself to be unique. But you want to make sure that you're getting involved in a market where people are already making money.

The next thing to do, if you have any list what so ever, if you have a newsletter list, you have a subscription list, put a survey together. This is one of the best ways for you to find out what people that are already talking to you, that are already a part of your network, find out what it is that they want. Go to [Surveymonkey.com](http://Surveymonkey.com), [surveymonkey.com](http://surveymonkey.com) and put together a short survey, get it

out to your market, get it out to your list and ask them, “What is your biggest problem right now. What is your biggest obstacle or concern?” Get the feedback and you will know right here, if you get 50 percent of everyone responds you can give some suggestions that they can click on or you can just wait on the feedback to come in and see what comes in organically and compile the data yourself and look and see what are the hot topics. What’s coming up here? So surveying your list is a great, great, great way to find out if you’ve got a hot topic or not.

The next thing you can do for picking your best selling topic is to use social media. Are you on Twitter? Are you on LinkedIn? Are you on Facebook? Ask, just simply ask people. What do you need help with? What do you want to work? If you help people with weight loss, as people, “What’s your biggest obstacle losing weight? What’s getting in the way of you losing weight?” And then look at the responses coming in. Whatever the biggest response is, there you go! You’ve got a hot topic, run with it.

What are you already working on with your clients? If there’s already something that you’re working with on your clients, all right, there it is. If you have, if you’re a business coach and you have one on one clients and you’re just kind of tired of trading your time for money and you want to create an information product, what is it that comes up all the time with your current list, with your current clients? What are those one or two things that you work with, with your clients? And when you do that and you take the time to think and go through the stuff, those are going to be your hot topics. If you’re already working on it with people, you know, “You know what?” You can use a lot of intuition, use a lot of common sense and realize, “This is probably a good topic for me to pursue.”

Many people are at the point of researching an information product, in other words, you. If you’ve already taken the initiative to know that, to research and find out how can I make an information product? Many people who are at the

point already have a pretty good idea about what they'd like to share and it's just a matter of doing some research to be sure that there are people looking for what it is that you want to offer. So make sure that you're not jumping into an empty swimming pool, because that's going to give you a pretty big headache.

To recap, pick your best selling topic.

## Step number two – outline your step by step process



Outline your step by step process. Create a general outline. This is how you're going to start and you can go through this program that I'm sharing with you right now and you can see that I've got five general steps. Underneath each of those steps I have specific bullet points and suggestions, etcetera. So you want to start off by creating a general outline. What is it that you do with your clients right now? What is it that if you were to work with somebody on a specific topic, what would be the first thing you would tell them? What's the second thing? What's the third? What's the fourth, etc? And think of five to seven steps that you would take them through.

Don't try to solve all their problems at once. All that's going to do is create a very unfocused information product that's going to be confusing for you to put together. It's going to be confusing for your market to digest. You want to keep it simple. Create a general outline and then you're going to add bullets, bullet points for each of the main steps. So outline your five or so general steps, five to seven general steps, to take your clients what I like to call, "Over the bridge." In other words, they're standing where they are right now, they want to go over to this point B. They're standing at point A, they want to get to point B and they just need a bridge to go over there, they need some guidance. You're going to provide that bridge. That outline that you're putting together, that's the bridge.

What is it that you're going to take your clients through? That's your general outline. Now, keep in the back of your mind that for these purposes, for creating an information product like this, you should be able to cover the content in about an hour to two hours. If it's any more than that, you definitely want to make sure

that if you're creating a larger information product than that, that you have done plenty of research. You're going to be spending more time, more money getting it done. Be sure that you keep it simple and you can always build on an information product. You can create a series of information products. Get the first one out, one hour long, test it and make sure that people are buying, and then build on it. What's the next step? What's the next thing that they can do? Do not try to encapsulate an entire coaching program into this one information product.

So again, go back and use this information product as an example. The five basic steps filled with specific how to content, resources, examples, etcetera. Now this seems simple and it really is, but be sure to spend time making sure that you create a logical step by step process that is easy to explain. Make sure that you sit down with that outline and make sure that you go over it and review it to make sure that, "Okay, if I'm talking about this and I'm explaining this to people, this does make sense." You're not going back and, "Okay, well we need to back up to step number one." You don't want to do this. You want to make sure that there's a logical pattern. Don't try to make it too detailed or you're not only going to confuse your client, but you're also going to confuse yourself.

So let's recap. Step number one – pick your best selling topic. Step number two – outline your step by step process.

## Step number three – you're going to talk your outline



You're going to talk your outline. There are a couple different things that you can do here...a couple of different ways that you can do a recording. What I'm doing right now, I'm actually using a system called InstantTeleseminarSolutions.com. This is a bridge line or a conference line. And I can get a very good quality recording, there is a back up recording in case I forget to hit record, there is all sorts of tools that I can use. And it's inexpensive and it's just plain simple to use. That's why I'm doing this so that you can hear it, you can see what I'm doing, and it's something that you can do that's very, very, very simple.

So that is what I do and you actually just use your telephone and you can use a headset. You can call up, you set up your call on Instant Teleseminar Solutions with just a couple clicks and you call in the conference line and you hit record and then you can download the recording to your desktop. So I use a Plantronics headset that you can pick up at any Best Buy for about 30, 40 dollars.

Now another method is to record with a USB headset or microphone, a USB headset or microphone. It's plugged directly into your computer and you use software like Audacity or WavePad, Audacity or WavePad. Audacity is free. It's in excellent resource for recording directly from your computer. And you can do some minor editing as well. WavePad, same thing. It costs a little bit of money. I prefer WavePad. Again, you can find the links in the resources page at the end of the printed version of all this.

But those are two resources that you need. Those are two real simple ways for you to do your recording, so you can get a quality recording. Sometimes you might need to send it off to an audio engineer to clean it up or to make it sound

brighter or something. Often times, if you're selling a less expensive product, really no need to do that as long as you're getting a good quality recording over all.

So that's what you're going to do technically to do your recording. But what you need to make sure that you do before you actually start talking your outline, is be sure to review that outline again. Be very comfortable with the flow and don't read. If at all possible, don't read. So in other words, yeah, you're going to have notes there but don't have everything scripted out. And don't try to make it perfect. Okay? If you're sharing valuable information in a conversational style, then you have a great product. If you're sharing valuable information in a conversational style then you have a great product.

And some people get nervous and that's why I like this format. You can do this on your own, you're by yourself, and you do not have to do a big teleseminar where you get nervous. You just talk, talk and share information, help people. That's what you're doing, if you're sharing information you're helping people. That's all that you need to do.

So I've got a recommendation for you and that is when you're done with your recording, what I highly recommend you use is [AudioAcrobat.com](http://AudioAcrobat.com). And this is a place for you to host your audio. So in other words, when you're done with your recording it's going to be on your desktop, whether you recorded using Audacity or WavePad that will just save it right to your desktop or computer. And if you're using [InstantTeleseminarSolutions.com](http://InstantTeleseminarSolutions.com) you just go in there, right click, you save the link as, and you put it in your computer. So you have those audios in your computer, but if you use [AudioAcrobat.com](http://AudioAcrobat.com) you're going to pay \$19.95 a month, but they will host that audio. And there are several reasons for this; number one is that you don't have any worry of losing the audio. So your computer can disappear, they will still have that audio, very valuable.

Number two, they create simple links, simple links to share your download. This is so cool. So you just save straight from your computer and you're done. You just upload from your computer to Audio Acrobat and you're done. They will create the links that you need to share with your clients when they purchase your product. Very, very valuable tool, so that's a recommendation. I really can't speak highly enough of AudioAcrobat.com.

Now I want to include an added value tip here. Rather than just jumping right into the step by step process when you're doing your recording, rather than just jumping right into it, consider including some background information about yourself to build the know, like and trust factor. And be sure to end the recording with any action steps that you recommend and you can include other products, you can include other programs that you have to offer, you may have other resources that people can go to. So you want to go back in at the very end and you want to be sure that you include some marketing in there.

So again, rather than jumping right in to the step by step process, consider including some background information about you to build the trust factor and be sure to end the recording with any action steps that you recommend, including other products and programs that you have to offer.

So now you've got this, this is just talk your outline. And literally, I don't have to get into detail here. All you need to do is go back to that outline that you created in step number two, you're going to pick your choice of how you're going to record whether you use InstantTeleseminarSolutions.com or you use a free download or some sort of software that you can record right to your desktop or right to your computer. And just take the outline, hit record, talk your outline. And again, for added value, include some background information about yourself in the beginning and finish it with some marketing material or some recommended steps for the client, for them to take.

So let's recap. Number one – pick your best selling topic. Number two – outline your step by step process. Number three – talk your outline.

Okay, what's step number four?

## Step number four – complete graphic design and transcription



So you're going to get your audio transcribed and you're going to get somebody to do a graphic design for you, for your cover. And you can go to one website for both. I use Elance.com, Elance.com – I highly recommend them. It's a great resource. One thing I hear people giving some negative feedback about Elance.com sometimes and I think if you go in there and you're just shopping for the lowest price and you're not looking at somebody's feedback, you're begging for trouble. Don't be a guinea pig for a service provider. Be sure to check their feedback and be sure to see that they have good, positive feedback. And if they have a portfolio, if you're looking for graphic design, be sure to look at the portfolio that they have because sometimes people provide great work, but it might not be a style that you're really hip on. So be sure and check out, do your due diligence, but Elance is a wonderful, wonderful resource and you can save a lot of bucks by going there.

You might want to get an audio engineer again, listen to the audio, if you want to dress up and make sound better, go ahead and get an audio engineer. Same thing, you can find audio engineers at Elance as well. So for your transcript, I recommend that you ask for a clarity transcription, not a word for word. And you might hear me to refer to a transcription as a word for word transcript or word for word transcription, but I prefer the clarity transcription so some of the uhs and ahs and all that are taken out. And also that often you can see them broken up into shorter paragraphs so it's easier to read and it's easier for you to go in and add images if you want, if you want to add a little bit of texture to those. So it's very simple for you to just take and run with.

So ask for a clarity transcription, not a word for word transcription. When you're sending the file to the audio transcriber, to the person doing the work for the transcription, I use a website called SendThisFile.com. The reason you do that is it doesn't bog down your email address or your email software, your email account. So you can use it, you can get it over to them and it's very simple to use. You can use their free version. I use it so often; I pay \$4.95 a month to use Send This File because I use them multiple times. I use them often enough that it's worth it. But at any rate, you can do it if you're just doing the one audio, just pick up the freebie at SendThisFile.com and it's just a real simple way for you to send the file to your transcriptionist.

You can expect to spend 50 dollars to 100 dollars for 60 to 90 minutes of audio. You can certainly spend more, but you don't have to. There are plenty of people out there that want the work that will do great quality work. Again, do your due diligence; make sure that they have good, positive feedback. So that's enough about the transcript.

For getting your graphic design, you're going to want an ebook cover and a CD design that can both be turned into a 3D image for your sales page. Let me repeat that. You're going to want an ebook cover, of course, and a cd design that can both be turned into a 3D image for your sales page. The reason I say a cd design is that you don't necessarily need a cd label printed for a physical product, but you want this graphic designer to create something that is a representation of a book and an audio. And even though it's a digital download you're going to put on your sales page that this is a digital product only, representation of the book and the cd makes it clear that, "Oh, there's audio too. Oh, there's a book. There's something I can read. I can listen and I can read." So you want to include that.

So you're going to get an ebook cover and a cd design that can both be turned into a 3D image for your sales page. And include your title, a subtitle, maybe

three to four bullet points about the product and your name. That's all you need. You can keep it simple and most graphic designers are very creative. They can come up with some very cool ideas and you can just give them that, give them the concept, give them the theme. If there's something you can point them to that you like that's a style that you've seen, do that. There are all sorts of service providers on Elance that have their portfolio there. You can just go to their portfolio, pick one out, say, "Hey, I really like this. Like these colors. I like this theme. Do something similar to this. Here's my title. Here's my subtitle. Here are three to four bullet points about the product. Here's my name. Give me a couple drafts and let's get working." Expect to spend between 80 dollars and 100 dollars for your graphic design. Again, you can spend a lot more, you don't have to. I get very good quality graphic design done from a couple providers that I use from Elance and that is the price range that I typically pay.

Here's another recommendation. When you're working on Elance, post a job description and have people bid on your job. Post a job description and have people bid on your job, rather than going out and trying to search for the service providers. You can spend hours doing that. When you post a job description you're going to have all kinds of people coming in and bidding and giving your prices. They're going to be competing against one another so they know that they need to keep the prices competitive. So you're going to get a bunch of different people coming to you so you can just set it, walk away for a day, come back and look at the bids. Set bid duration for no more than three days. The default right now as of today when you go in, if it's just the default, it will be 14 days. You can award a job prior to that, but I recommend put it out there for two to three days. You're going to get the bids, people are going to be hot on it, they're going to jump on it. Set it and forget it for about 24 hours, then go back in and review your bids. Sit down for about a half hour, forty five minutes, go through check out their feedback, check out their portfolio and that's it. Go pick your service provider and get to work.

So let's recap now. So you picked your best selling topic. Number two – you outlined your step by step process. Number three – you talked your outline. Number four – you got a transcription and graphic design completed.

Here's another thing too, I don't want to confuse you, but you can get the graphic design if you're comfortable with that, you can place that bid. If you have a good idea, "Okay, I know what this is going to be called. I know the subtitle and the title and I know this is probably going to be about an hour, maybe 90 minutes of audio." Get your bids. Get people bidding on it at step one. You don't have to wait until step four to get the bids going. Obviously, you're going to have to get them the content, but that's the cool thing about this though is you can get the bids going and then you're saving yourself a couple of days. Rather than waiting until the very end, because you're going to have a couple days of wait time while you're getting the bids coming in and then for them to provide the work.

So if you want to ramp it up and get it done even quicker, you can put the whole information product together in about four days if you choreograph this properly. If it's confusing at all, just do it in this order. I'm just letting you know you can give them information ahead of time and get them to give you some bids. And then you can just make some changes. If you get a bid on a 90 minute transcription, you just go back and say, "Hey, it was 80 minutes, is that okay? Will I get the same price or can you take some money off?" So it's a good way to go.

## Step number five – lay out your product and set it up to sell



Lay out your product and set it up to be sold. What do I mean by this? You've got your transcription. You've got your graphic design. You have your outline. Let's put it all together and let's create the package. Let's create that thing that you're going to sell. Now, here's another added value tip. Go back to your outline and expand on it a little bit. Go back to that five, seven step outline with your bullet points and expand on that a little bit. Include action steps, include some lines for taking notes, some extra resources. You can take this and you can insert that in front of or behind the transcription for your ebook. So you can put it before or after, it doesn't matter. But you can include that in your workbook or in your ebook along with the transcription and you've just added a tremendous amount of value. What you've done is you've created an interactive ebook, an interactive ebook that people can take and they can print out a certain portion of it or the entire thing and they can be filling in charts. You can put charts in there. You can put all sorts of things into that outline that will add value, that adds some pop to it. You can go to [Fotolia.com](http://Fotolia.com) and pick up some images, some royalty free images and put it in there to add some fun to it, to spice it up and little bit.

Just add value to it, go back to that outline and expand on it a little bit. Include some action steps and lines for taking notes and resources and then insert that into your ebook. So I want to break down this ebook into eight parts. So your ebook, you're going to start with your cover. Start with the file that your graphic designer gave you. That's page one.

Number two, you're going to have your title page. Your title page is simply your title, the subtitle and your name. It doesn't have to be any more than that. That's going to come behind the cover.

Next you're going to have some sort of a copyright page, some sort of a disclaimer page or something like that. Refer to my information product. Just look at mine too and you can just look and see the flow of it.

Number four, you're going to have your table of contents page. This is simply highlighting your steps. What are those five or eight steps?

Number five, you're going to have an introduction. Just a short introduction about yourself. What you could do is you could just pop that little intro about yourself from that transcription and put it here.

Number six, you're going to have your step by step outline that you expanded on and then you're going to have your transcription. Those can be reversed, no big deal. You can have your step by step outline and then your transcription.

The next is your marketing material. You can include information about your coaching or other products and programs. Some other next steps for people. Get them back over to your website. If they bought from you one time, they're likely to buy from you again if they enjoy the product.

So let me recap those eight parts of your ebook. That is your cover, your title page, then your copyright or disclaimer page, then your table of contents, your introduction, your step by step outline, your transcription, your marketing material. None of that should be taking very much time. Your cover is done for you. Your title page is just a couple of lines. Your copyright page you can basically take what I've got and just make it specific to your product. Your table of contents is simply highlighting your step by step program. Your introduction could be taken right out of that transcript. Your step by step outline, you just did it. You just expanded on that outline. You already had the outline done, you just expanded on it a little bit. Spend an hour, juice it up, make it look nice, make it be something that's higher value. The transcript, already done for you, you just

take it and pop it right in there. And your marketing material, just spend about two or three paragraphs or some bullet points and get people back to your website. What would be a next step for them? That's it!

So now it's time to turn that document into a PDF file. And you're going to link it into your shopping cart. Now, I use [cutepdf.com](http://cutepdf.com) – [cutepdf.com](http://cutepdf.com) is a free download. You can simply create a PDF from your document. The reason you're going to want a PDF is that people will be able to read that from any browser and from any computer. If you do a document, a Word doc or something like that, a lot of people won't be able to read it. So what a pdf file does is it converts the file into something to be read universally.

So you're going to create your PDF. You're going to turn your document into a pdf file and now you're going to include the links for the PDF file and your audio download on your thank you page that pops up when people go through your shopping cart and you're in business. That's it! So in other words, when somebody goes in, they go to your shopping cart, they buy your product. You're going to have a thank you page. It's going to be automated and any shopping cart should have that set up. All you have to do is go in there and you just create a web page that has those links. The web page just pops up, they get it, there's a link for their PDF, for the workbook, the ebook and then they have a link for their audio. And of course, I told you before, if you use Audio Acrobat, they will give you that link. Your client can just click on that link and the audio starts playing. It's very cool.

And that is that. You're in business. So let's recap. Number one, pick your best selling topic. Number two, you're going to outline your step by step process. Number three, you're going to talk your outline. Number four, you're going to get a transcription and a graphic design completed. Number five, you're going to lay out your product and set it up to sell.

Congratulations! You are now ready to turn your brand new information product into a passive revenue cash machine. And I want to thank you once again for trusting in me and for checking out this product and for investing in me. Be sure to visit [infoproductsolutions.com](http://infoproductsolutions.com) for more resources on how you can promote your information products through joint ventures, article marketing, blogs, video marketing, and a whole lot of other traffic generating strategies. Again, this is Tom Buford of [infoproductsolutions.com](http://infoproductsolutions.com).

END OF AUDIO

## 5 Steps to Creating a Best-Selling Digital Info Product Step-By-Step Outline

**Step number 1)** Pick your best selling topic



**Step number 2)** Outline your step-by-step process.



**Step number 3)** Talk your outline.



**Step number 4)** Get your transcription and graphic design completed.



**Step number 5)** Lay out your product and set it up to sell.



## Step number 1:

### Pick your best-selling topic



Research web searches:

Adwords.google.com

Search for keywords and key phrases to test monthly traffic

Clickbank.com and Paydotcom.com

Search for popular products to see if people are already making money on similar topics to yours. This is GOOD news if they are!

Survey your list:

SurveyMonkey.com

SurveyGizmo.com

If you have an ezine list then be sure to ask them what they need help with. The above tools are killer for creating simple surveys

Ask colleagues

Are there issues that your colleagues see coming up with their prospects and clients? Remember, just because somebody recognizes a need that can be filled doesn't mean that they have the time or inclination to fill it. YOU can be the one to fill that need and go back to your colleague for a joint venture partnership.

Use social media

Twitter

LinkedIn

Facebook

If you are involved in social media then you can simply ask your friends and followers what they need help with

What are you already working with your clients on?

Don't reinvent the wheel if you already have clients. What are they needing help with the most and create information products that address those needs

What would you like to work with clients on?

Pretty simple, huh? If you're passionate enough about it there's probably a way to sell it!

Recap:

**1. Pick your best-selling topic**

## **Step number 2:**

### **Outline your step-by-step process**



Create a general outline

Don't try to solve all their problems at once

Take your clients from point A (where they are now) to point B (where they want to be) in a simple step-by-step process

Underneath each of those steps add bullet points, suggestions and resources

Do not try to encapsulate an entire coaching program into this one information product

Outline a step-by-step process to take your clients "over the bridge"

Keep it in the back of your mind that you should be able to cover the content in about 1 – 2 hours

This seems simple, and it really is but be sure to spend some time here making sure that you create a logical step-by-step process that is easily explained.

Do NOT try and make this too detailed of you will confuse not only your clients but yourself too.

Recap:

**1. Pick your best-selling topic**

**2. Outline your step-by-step process**

### **Step number 3:**

#### **Talk your outline**



Use InstantTeleseminarSolutions.com by simply using a telephone and headset. Just set up your call, hit record and start talking.

Another method is to record with a USB headset or microphone directly to your computer using Audacity or Wavepad.

Be sure to review your outline and be very comfortable with the flow.

#### **Speak your outline**

- Do NOT read if possible

- Create bullets and have a conversation

- Do NOT try to make this perfect

- Share valuable information in a conversational style and you have a product

**Recommendation:** host your audio at [AudioAcrobat.com](http://AudioAcrobat.com)

- No worry of losing audio

- Simple links to share your audio

- Just save straight from your computer to your audioacrobat.com account and you're done.

**Added Value Tip:** Rather than jumping right into the step-by-step outline consider including some background information about you to build the trust factor. Be sure to END the recording with any action steps that you recommend including other products or programs that you have to offer.

Recap:

- 1. Pick your best-selling topic**
- 2. Outline your step-by-step process**
- 3. Talk your outline**

## Step number 4:

### Get your transcription and graphic design completed



You can go to ONE website for both

Elance.com

Be sure to check feedback...don't be a guinea pig for these service providers

For your transcript:

Ask for a clarity transcription...not word-for-word

You can use SendThisFile.com to send the audio to be transcribed

Expect to spend between \$50 and \$100 for a 60-90 minute audio

For the graphic design: (see examples below)

You will want an ebook cover and a CD design that can both be turned into a 3D image for your sales page

Include title, subtitle, 3-4 bullet points about the product and your name

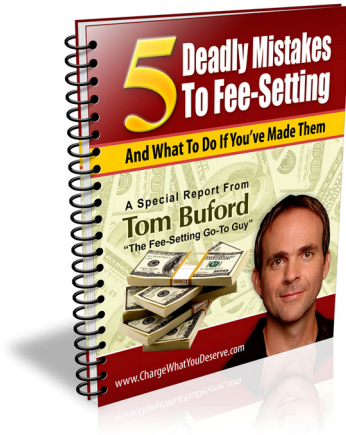
Expect to spend around \$80-\$100

**Recommendation:** post a job description and have people bid on your job. Set the bid duration to no more than 3 days

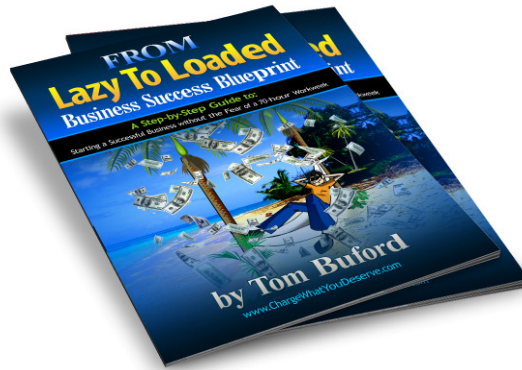
Set it and forget it for 24 hours and then go back in and review your bids

See graphic design examples below...

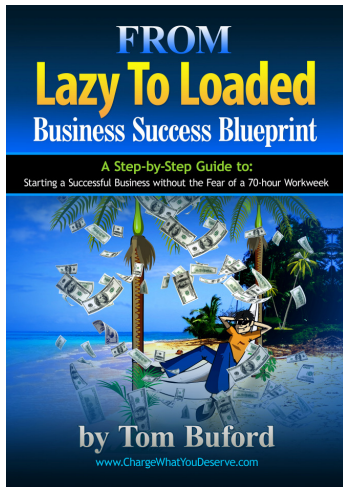
### Ebook 3D design



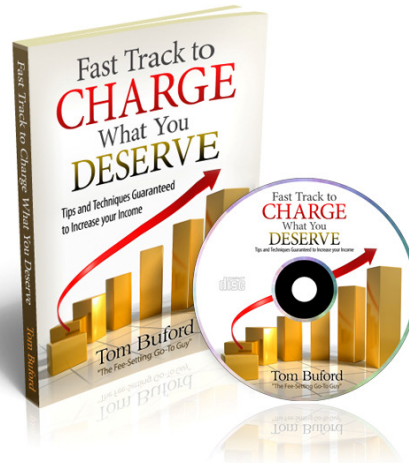
### Ebook 3D design



### Ebook Cover for PDF Download



### Ebook and CD 3D design



Recap:

1. Pick your best-selling topic
2. Outline your step-by-step process
3. Talk your outline
4. Get transcription and graphic design completed

## **Step number 5:**

### **Layout your product and set it up to sell**



#### **Added value tip:**

Go back to your outline and expand in it a little

Include action steps, lines for taking notes, resources, etc. Insert this after your transcription.

I like to break down my ebooks into 8 parts:

- 1) Cover
- 2) Title page
- 3) Copyright page
- 4) Table of Contents
- 5) Introduction
- 6) Transcription
- 7) Step-by-step outline
- 8) Marketing material (about your coaching or other products/programs)

Now it's time to turn the document into a PDF and link it to your shopping cart

Resource: <http://CutePDF.com>

Now, include links for the PDF file and audio download on your thank you page that is prompted by your shopping cart and you are in business.

Recap:

- 1. Pick your best-selling topic**
- 2. Outline your step-by-step process**
- 3. Talk your outline**
- 4. Get transcription and graphic design completed**
- 5. Layout your product and set it up to sell**

Congratulations!

You're now ready to turn your brand new info product into a passive revenue cash machine!

I want to thank you once again for trusting in me and be sure to visit [InfoProductSolutions.com](http://InfoProductSolutions.com) for more resources on how you can promote your info products through joint ventures, article marketing, blogs, video marketing and a whole lot of other traffic generating strategies.

Again, this is Tom Buford of [InfoProductSolutions.com](http://InfoProductSolutions.com)

## **Checklist:**

### **Step 1)**

- Pick your topic
  - Research tools and ideas for selecting your topic
    - Adwords.google.com
    - Clickbank.com
    - Paydotcom.com
  - Survey your list
    - Surveymokey.com
  - Use social media
    - Twitter, LinkedIn, Facebook, etc
  - What are you already working with your clients on?

### **Step 2)**

- Outline your step-by-step process
  - Create your general outline
  - Add bullet points, suggestions and resources for each of the steps

### **Step 3)**

- Talk your outline
  - Use InstantTeleseminarSolutions.com
  - Or record directly to your computer using Audacity or Wavepad

### **Step 4)**

- Get transcription and graphic design completed using Elance.com
  - Transcription
  - Graphic design
    - E-book cover
    - CD image
    - 3D image for sales page

**Step 5)**

Layout your product and set it up to be sold

8 components to your e-book

Cover

Title page

Copyright page

Table of contents

Introduction

Transcription

Step-by-step outline

Marketing material

Convert document into PDF file

Link audio and ebook to your shopping cart thank you page

Promote, promote and promote!

# INFO PRODUCT SOLUTIONS

20 FREE And Almost Free  
Resources To Complete Every Step Of  
YOUR Best Selling Info Product



Discover The Exact Resources That  
I Use To Pump Out My Info Products  
In Less Than 7 Days A Pop!

## FREE And Almost Free Resources To Complete Every Step Of Your Best Selling Info Product

### **Topic Research:**

Be sure that there's water in the pool before jumping in ;-)

For free keyword research to see how many people are searching for particular words or phrases on the internet:

<http://Adwords.Google.Com>

<http://tools.seobook.com/keyword-tools/seobook/>

For free research on popular products being promoted by people on the internet (these are also excellent resources for selling your own products):

<http://ClickBank.com>

<http://PayDotCom.com>

For free research on what people are talking about right now:

<http://Groups.Google.com>

<http://Groups.Yahoo.com>

(Find groups related to your proposed topic and pop in to see what people are talking about)

For free survey tools to ask your subscribers or social media pals directly:

<http://SurveyMonkey.com>

<http://SurveyGizmo.com>

(If you have an ezine list I highly recommend that you use one of these excellent tools to ask your peeps what their biggest challenges and needs are right now.

Fill the biggest needs and you have money in the bank)

### **Recording and Other Audio Resources:**

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

(FREE tool for recording and editing)

<http://www.nch.com.au/wavepad/masters.html>

(Wavepad costs a few bucks, but this is my favorite)

<http://www.nch.com.au/mixpad/index.html>

(Mix your audios...fade in/out, etc or just GEEK out in general. I love this one)

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

(This is where I store all of my audios. They create html and URL links for me to use)

<http://InstantTeleseminarSolutions.com>

(I do most of my recording right here. Then I can do quick edits using Wavepad and my audio is ready to be sold)

<http://SendThisFile.com>

(For sending large files such as audio without clogging up email accounts)

### **Finding your service providers:**

<http://Elance.com>

Once you complete your audio you will want to consider the following:

**Audio engineer** to clean up and level out your recording *if necessary*

**Transcriptionist** to put your words to print

**Graphic designer** to create cover designs for:

Ebook

Workbook (Physical product only)

CD Label and Jacket (Physical product only)

3D representation of your product for adding “zing” to your sales

page

### **E-Commerce Tools:**

<http://1ShoppingCart.com>

(My preferred shopping cart – also my preferred tool for affiliate transactions making it easy for other people to promote my info products)

<http://PayPal.com>

(A great “starter” shopping cart resource)

<http://ClickBank.com>

(Get other people to sell your digital products from this site)

<http://PayDotCom.com>

(Similar to ClickBank.com, but they will let you sell physical products)

### **Miscellaneous:**

<http://fotolia.com>

(Because I’m a GEEK and I like to add goofy stuff like this to my ebooks)



Images like this are fun and inexpensive ways to add some pizzazz to your ebooks.

I hope that you make the best use of these invaluable resources. Now you don't have to scour the internet looking for ways to create a best selling info product.

Remember, information products come in all shapes and sizes, but they do NOT have to be complex. In fact, some of the best-selling info products around are just simple ebooks or audio recordings with companion transcriptions that add value and "meat" to the bones.

Find out how you can create your own, best selling information product **in less than 7 days...GUARANTEED.** Just come on over and check out ***Rapid Info Product Creation***

I show you, step-by-step, how to use your info product to:

- Become **the go-to person** in your market
- Create incredible, **passive income**...on auto-pilot
- **Brand yourself as an expert**
- Bring in **high-paying clients** for your private coaching and consulting

**“From Concept to Product in 7 Days or Less...Guaranteed!”**

I love to say that, because it's absolutely true. Follow my simple, step-by-step process and you WILL have a brand new, original info product 100% complete in 7 days or less or I don't want any of your money.

And since I practice what I preach you will get to SEE and hear a product that I created in just over 5 days from start to finish for a total of about seven hours of my time.