

THE INFO PRODUCT ESSENTIALS CHEAT SHEET

THE ONLY 7 RESOURCES YOU'LL EVER NEED
TO CREATE YOUR OWN INFO PRODUCTS
AND ONLINE TRAINING PROGRAMS



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THE INFO PRODUCT ESSENTIALS CHEAT SHEET

THE ONLY 7 RESOURCES YOU'LL EVER NEED TO CREATE YOUR OWN INFO PRODUCTS AND ONLINE TRAINING PROGRAMS

Congratulations on downloading

“The Info Product Essentials Cheat Sheet.”

I’ve created two “Cheat Sheets” for you in the following pages.

The first is a list of resources that I use and recommend for creating VIDEO info products.

The second is a list of resources that I use and recommend for creating AUDIO info products.

Each list is followed by a simple “flowchart” showing the order of activities when creating your new video or audio information product and training program.

Enjoy, Tom Buford



The Resources I Use for Creating Online Video Training Products

1) Headset with USB connection

I love using a headset when I'm recording my online training programs. You can get a stellar recording without worrying about picking up all kinds of background noise like you would if you were using a fancy free-standing mic. You also get consistent volume even if you're moving around a bit. This is the one that I use: [Logitech ClearChat Comfort/ USB Headset H390 \(Black\)](#) by Logitech.



2) Power Point (for PC) or Keynote (for Mac)

A great way to get your point across and share your training is by recording a simple slide presentation. You can use Power Point if you are on a PC or Keynote for us Mac user. Either one is perfect for the task.



3) Camtasia for Recording Video from your Computer Screen

This is the software that I use to record and edit (if necessary) my screen-capture tutorials. You simply pull up your Power Point or Keynote slides and start recording.



4) Wistia (simple hosting for large video files) - Wistia.com

Once you've recorded your video training you need to upload it somewhere to make it simple to share with your new clients and customers. I highly recommend using Wistia.



5) Word Press (getting it out to the world)

Once you have your video recorded and hosted, it's time to create a simple page that you can pop your videos on to share with your clients. Word Press is THE way to go if you need to create a new website for sharing content.



WORDPRESS

6) **Wish List Member (protect your valuable content) - member.wishlistproducts.com**

I highly recommend password protecting your valuable content and Wish List Members is a great resource. This is a Word Press plugin that will allow you to set up password protection for each of your customers.



Flowchart for Creating Your Online Video Training Product

**1. Record
video using
Power Point
and Camtasia**

**2. Upload
Video to
Wistia for
Hosting**

**3. Add
Videos to
Word Press
Page**

**4. Password
Protect Using
Wish List
Member**

5. Sell Your New Product

The Resources I Use for Creating Audio Info Products

1) Headset with USB connection

I love using a headset when I'm recording my online training programs. You can get a stellar recording without worrying about picking up all kinds of background noise like you would if you were using a fancy free-standing mic. You also get consistent volume even if you're moving around a bit. This is the one that I use: [Logitech ClearChat Comfort/ USB Headset H390 \(Black\)](#) by Logitech



2) Audacity (www.audacity.sourceforge.net)

Audacity is a FREE audio recording and editing tool that you can download to your computer in a matter of seconds. You'll never need to purchase anything in order to create incredible quality audio recordings straight from your computer.



3) Word Press (sharing your content)

One of the benefits of having an audio product rather than video is that audio files are MUCH smaller than video files and in most cases won't require any separate file-hosting like Wistia. In most cases you will be able to simply upload your audio file directly to your Word Press dashboard and share from your website. It doesn't get much easier than this.



WORDPRESS

4) Wish List Member (protect your valuable content)

<http://member.wishlistproducts.com>

I highly recommend password protecting your valuable content and Wish List Members is a great resource. This is a Word Press plugin that will allow you to set up password protection for each of your customers.



BONUS – Printing and Shipping Products to your Clients I switched from selling physical products such as workbooks and CDs a few years ago and now sell digital products exclusively. However, if you have a market that you KNOW prefers receiving products in physical format or this part of your marketing method then I highly recommend using Vervante.com. Vervante provides “print-on-demand” product fulfillment so you won't have to stock up on products you aren't sure you're going to sell.

Vervante will simply print and ship products as your orders come through.

Flowchart for Creating Your Audio Info Product



THE INFO PRODUCT ESSENTIALS SHOPPING LIST

WHERE TO GET IT AND WHAT TO PAY!

- 1) **Headset with USB connection:** [Logitech ClearChat Comfort/USB Headset H390 \(Black\) by Logitech \(\\$30-\\$40\)](#)
- 2) **[Power Point \(for PC\)](#) or [Keynote \(for Mac\)](#)** : Power Point is included in Word Office Suites at various price points. Keynote can be purchased for \$19.99 and is a powerful tool for creating presentations. NOTE: I'm using Keynote for this guide!
- 3) **Camtasia for Recording Video from your Computer Screen:** \$297 for [PC version](#) and \$97 for [Mac version](#). NOTE: Both versions are available for a 30-Day Free Trial. This is a great way to test-drive Camtasia and see if you will use it moving forward. The trial version is a FULL version so you will get all of the features Camtasia has to offer while you test it out.
- 4) **Wistia (simple hosting for large video files)** - [Wistia.com](#) (Get started with their FREE plan, but as you create more videos you will want to upgrade to their \$16/mo or better option)
- 5) **Word Press (getting it out to the world)** - Free and quick to set up with web hosting accounts like Host Gator and Blue Host
- 6) **Wish List Member (protect your valuable content)** [member.wishlistproducts.com](#) - \$97 for a single site license (this is where to start) and \$297 for unlimited websites (upgrade when you add more products and training programs. .this means you're making MORE MONEY ;-)
- 7) **Audacity:** [www.audacity.sourceforge.net](#) - FREE and AWESOME for recording your audio products!

100K INFO PRODUCT FORMULA

STEP-BY-STEP SYSTEM FOR CREATING YOUR OWN BEST-SELLING INFO
PRODUCT OR ONLINE TRAINING PROGRAM

Ready To Turn A Single Idea Into A Profitable Information Product
That You Can Set Up To Sell On Auto-Pilot Using My Step-By-Step
Formula?

Discover how to:

- ◉ Select a Best Selling Topic
- ◉ Create an Attention-Getting Title
- ◉ Rapidly Brainstorm and Outline Your Content
- ◉ Confidently Price Your Product or Program
- ◉ Set Up Your Products to Sell While You Sleep
- ◉ And MUCH More

Head Over to:

www.100KInfoProductFormula.com