

# No Cost Income Stream Blueprint

## Part 5: Product Launch - Creating Product A

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**In this report, we will be going over the second part of the No Cost Product Launch.** In this part, we will be talking all about the product creation. After you select your niche market, it is time to select your digital product.

The first part of this production creation in step #2 is to start creating your product. After you select your niche, it is time to start creating your information product. You need to decide what format you want to deliver your content in. Here are some examples of some digital information products that you can create.

You can create e-books. They typically come in the form of a PDF. They can be on a variety of topics including how to cure acne, better at relationships, how to cook, improve golf game, etc. Typically, an e-book is about 40 to 50 pages. We will go over that in more detail.

**A video course is a good choice too!** You can create PowerPoints and step by step capture training. You can do screen by screen capture training.

You can set up a camera, a phone, etc... you can use what you have so that you don't have to go out and buy something new. You can film yourself doing an exercise routine, sharing information, and even cooking.

**Adding transcriptions** involves taking what you are saying and turning it into a written form. This can add tremendous value to what your product offers.

**You can create short reports** that aren't as long as an e-book. Generally about 7 to 10 pages long. A series of short reports, 4 or 5, that cover various step by step projects. Maybe you are doing a social media course. You can do one on Pinterest, one on Twitter, and other solutions as well.

**You can also do live webinar training.** This can be a great product to create. You can create an entire live webinar training. You can teach people how to improve acne, how to improve their golf game, etc. You don't need to have your product done to start this part of the training. It is a phenomenal way to get started.

**Coaching services** is another way that you can make money without an entire product. You can do interviews with experts and use that information to share with others. It is a win/win because they get exposure and get their name out there. You can even allow them to plug their own website and content.

**You can also provide services for other people.** These are all options that you can use to create your product or services that you can sale. Services can include PhotoShop, writing, improving golf game, cooking, etc.

**Step #2** is where you are going to learn how to create your product. Creating an e-book is what we are going to cover in this lesson. I am going to share more details about each one of these so that you fully understand what it takes to create each type of product. It will allow you to make an informed decision and move forward.

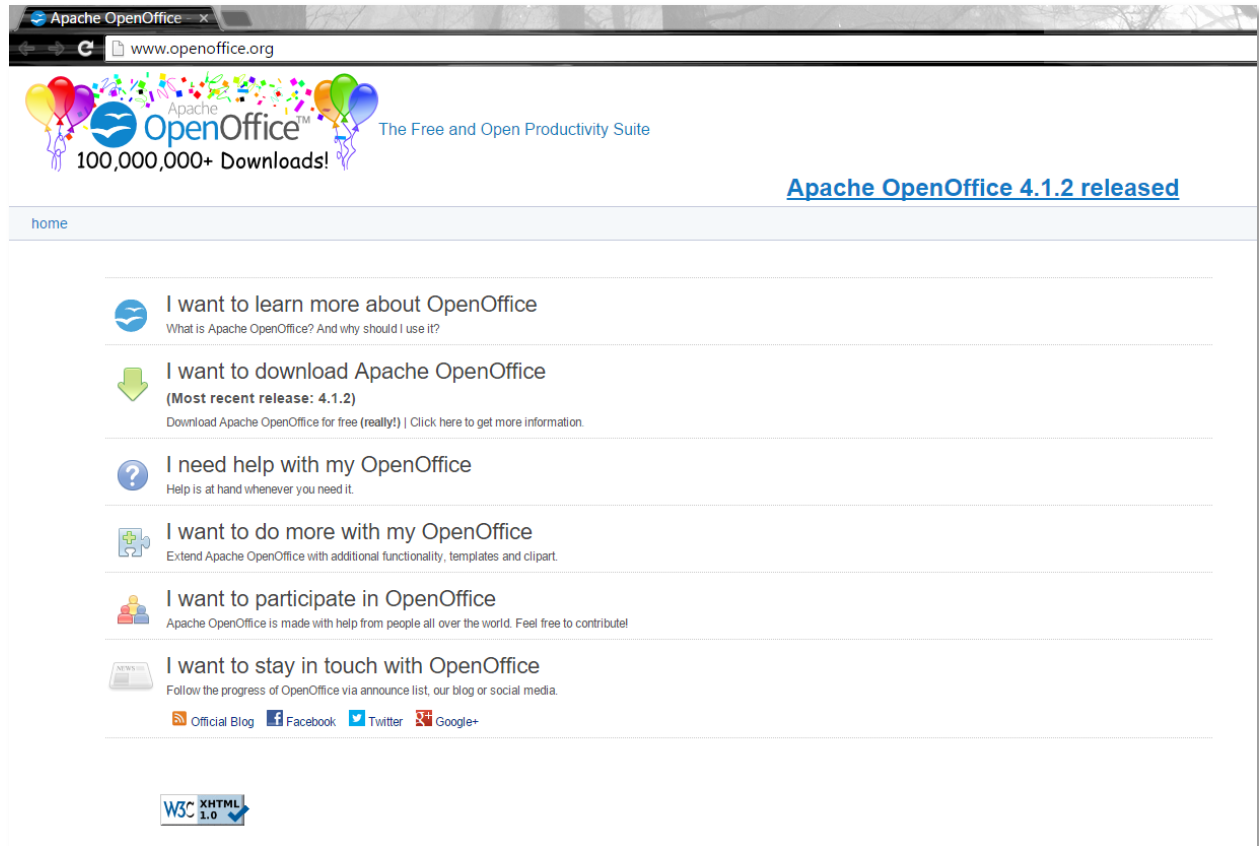
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You can use Microsoft Word to create your e-book. Most people already have this installed on their computer. The purpose is to use what you can get for free so that you can create your product at no cost. If you don't have Microsoft Word, you can get OpenOffice Writer for free from

[www.openoffice.org](http://www.openoffice.org). You can download a suite of tools including their version of PowerPoint for content and training.



Here are some different ideas for creating your outline for your e-book. You already have the tools in place and you can create an e-book. You likely already know what it is, so we won't go into too much detail with it. Start by creating an outline for your e-book. Look for at least 4 main subjects that you can cover in your e-book. This will allow you to have a well-rounded e-book.

Each subject can be a chapter. Add sub topics as writing points so that you can cover those elements in each chapter of your e-book. This is information on how to create information. Here is an example on self improvement. We are going to cover what it is all about and how to financially explore it. There is information about time management, spiritually, and more. We will cover each one briefly.

They are all related to each other so that you can have a better overall understanding of how it works. **Module #2** is improving yourself financially. What is this product? What will you find? Then you dive into the various elements of it. List bullet points so that you know what to cover.

**Module #3** is all about improving your health. You can talk about diet, exercise, supplements, managing stress, etc. **Module #4** is all about spirituality so you can expand upon to dig in and understand that importance. Bible study, prayer, finding people with similar mindsets, etc.

The last part of the self improvement product is the **module #5** which is improving relationships. Steps to improve listening, understanding the needs of others, taking care of those around you, etc.

**Module #6** is time management. Finding the perfect place to work. What times works best for you? Working in focused chunks of time. **Module #7** is the closing or the action steps. What are the next steps required? This is where you summarize everything. You can follow these same principles when you are creating your products.

Introduce your topic, introduce your key points, expand on those key points, and then summarize it with your closing action steps. This will help people to obtain the information and allowing it to all sink in. This is the basic format you need to follow to create your e-book.

Researching your topic is important. You can use the internet to do most of your research. Look for reliable websites, watch videos, and watch documentaries. Take notes so that you can gain that information all for free. Look for similar e-books out there on that topic for sale. You don't have to buy them, but take a look at their sales page. See what types of topics they include so that you don't miss anything on your topic.

Check out Amazon and look in the book section. Here, you can browse the table of contents. A really good example of this is to look at the Dummies Book Series. **There is a tab called look inside**, and that is where you can browse the table of contents. You don't swipe their exact table of contents, but it gives you an idea of the type of content you want to cover for that niche market.



Look at the types of information out there so that you can script your own outline. Then you can create your outline and complete your research. Take notes for easy writing later on. I really do encourage that. Keep a



notepad or scratch paper that you can write on. You can type in the notepad of your computer too.

**Record your voice and transcribe it later.** That is a quick way too that allows you to get your information. You can record your information and then go back later and type it. Many people talk faster than they can type. You may be better at writing and if that is true you can ignore this step.

There is a free software called **Audacity** that allows you to record your voice. Then you can transcribe it later and edit it. This will allow you to complete your e-book. In a few hours time, you can say lots of content that will help you to get your e-book completed within a few weeks. You will also have an audio file that you can include as a bonus for your e-book training. It offers more value to your product.



Attack your topic one bullet point at a time. Use the format that I recommended, and you don't want to do it all at once. Focus on one bullet point at a time. Don't try to do it all in one sitting either as it will become intimidating.

Edit your e-book next, using tools and free solutions. Again, we are all about doing this at no cost, so there is no need to pay for editing services. Find a close friend or family member that will do it for free. Most people will be very supportive of what you are trying to do.

Format your book. Make sure your paragraphs aren't too long. We aren't talking about anything fancy. Long paragraphs are hard on the eyes and hard to read. Have bold subheadings in your chapters. This makes it easy for people to skim for topics in your e-book. It helps to separate the materials.

Make sure that there is a good flow – good start and end points. You want it all to transition from one topic to the next. It is recommended that you create an index. It doesn't have to be fancy, but it tells them on page 23, you will learn how to swing your golf club and how to hold it correctly.

Make sure pictures are in the right places. You can also select features for aligning the text and the pictures so that it will all flow. All of these are great ideas for e-books, everything we just covered.

Another topic we have is creating your very own video course. We are going to cover how to do this in the next lesson. This is going to be part B of the course. If you think that a video is something you are more comfortable with than an e-book that is what we are going to cover next.

## Special Bonuses:

1) How to build a real Internet business (Thousands of people have taken this free course and succeeded!)

[Click Here to Get Your FREE Bonus Lessons](#) (\$197.00+ Value)

2) \$100/Day Complete Video Series for FREE - [Click here](#)

3) FULL TIME Income from PLR - FREE download - [Click here](#)

## Resources for you:

1) [Coaching for Success Online](#) – Coaching from three real-life marketers, and the reseller content for you to start selling right away!

2) [Domain registration](#)

3) [Web Hosting](#)

Coupon Codes:

TAKE25PERCENT (25% off your entire first bill. Hint: prepay for a year or two and lock in the savings!)

HOSTINGSECRET (\$9.94 off)

REALRESELLER (\$24.94 off reseller account)

4) [AWeber List Hosting/Management](#)

(The paid hosting options are not required for this No Cost Income Stream method, but if you can afford it they are highly recommended for the long term success of your business.)

5) [Push Button Marketer](#) - Automates tasks like email, writing, creating websites, checking stats, blogging, website maintenance, posting ads, research, product reviews, and so much more.

## Recommended Websites:

Eric Holmlund – [www.EricsTips.com](http://www.EricsTips.com)

Paul Counts – [www.PaulCounts.com](http://www.PaulCounts.com)

Jeff Wellman – [www.IMSuccessTips.com](http://www.IMSuccessTips.com)