

No Cost Product Launch

Part 2: Product Creation

Product Launch Step #2: Create Your Product

- After you select your niche it is time to create your digital product.
- Decide what format you want to deliver your content in.
- Examples of types products you can create:
 - Ebooks
 - Video Courses
 - PowerPoints (Like This)
 - Step-By-Step Screen Capture Training
 - Live Demonstrations (Exercise Routines)
 - Audio Courses
 - Include Transcripts for Added Value
 - Series of Short Reports
 - Live Webinar Trainings
 - Don't need the product done to begin!
 - Coaching Services
 - Expert Interviews
 - Services
 - Graphic Design (Photoshop Skills), Video Skills, Writing Services, etc.

Step #2: Create Your Product - Ebooks

- Generally between 25 to 100 pages of content.
 - Consider including images to spice it up.
- Less is sometimes more with ebooks.
 - Limit the fluff. Get to the point.
- Tools
 - Microsoft Word
 - OpenOffice Writer (OpenOffice.org – Free)

Step #2: Create Your Product - Ebooks

- Create Your Outline For Research
 - Look for at least 4 main subject points you can hit on.
 - Each of these become your chapter.
 - Below each subject point include 4 to 5 additional points to hit on.
 - Example for a Self Improvement Product

Module #1: What is self improvement?

Define what self improvement is.

Financially

Health

Spiritual

Relationships

Time Management

Module #2: Improving Yourself Financially

Steps to improve your finances:

Budget

Start a home business

Alternative income streams

Sell your non needed assets

Invest

Get out of debt.

Step #2: Create Your Product - Ebooks

- Self Improvement Product Outline Continued

Module #3: Improving Your Health

Steps to improve your health:

Dieting

Exercise

Supplements

Natural Health Methods

Managing Stress

Module #4: Spritual Growth

Bible Study

Finding a group of like minded people.

Worship

Prayer

Step #2: Create Your Product - Ebooks

- Self Improvement Product Outline Continued

Module #5: Relationships

Steps to improve relationships:

Listening skills.

Understanding other people.

Understanding the needs of others.

Putting others before yourself.

Taking care of those around you.

Module #6: Time Management

What is time management?

Methods to improve your time management.

Finding the perfect place to work.

What time works best for you?

Setting a timer.

Working in focused chunks.

Module #7: Closing or Action Steps

What are the next steps to improvement

Summarizing everything.

Step #2: Create Your Product - Ebooks

- Researching Your Topic
 - Use the Internet for research.
 - Relevant websites.
 - Forums
 - Watching videos and taking notes.
 - Look at similar ebooks currently for sale
 - Consider the Amazon book section and browse table of contents. (Example: Dummies Book Series)
 - Follow video tutorial on researching online.
 - Take notes for easy writing later.
- Record your voice and transcribe it yourself later.
 - Quick strategy to get your book written faster.
 - Use a free software called Audacity to record your voice.
 - Replay the recorded audio and transcribe your content into Word.
 - Edit later and your book is completed.
 - Sometimes all it takes is one to two hours of recorded content for a full book.
 - Bonus is you now have an audio file premade to include with your next book.
- Writing Your Book
 - Attack it one bullet point at a time.
 - Don't try to do it all at once.

Step #2: Create Your Product - Ebooks

- Edit your ebook next using built-in editing and spell check tools.
 - Have a close family member or friend review it if possible.
- Format the book.
 - Make sure paragraphs aren't too long.
 - Have bold sub headings within chapters.
 - Have clear stop and end points for the chapters.
 - Create an index for the ebook.
 - Make sure pictures are in the right places.

Step #2: Create Your Product – Video Course

- Video courses have a lot of value to them.
- Several types of video courses or combinations.
 - PowerPoint Style (Like This One)
 - Step-By-Step Screen Capture Recordings
 - Live Demonstrations or Teaching
- PowerPoint Style
 - Use PowerPoint (If already installed.)
 - Use OpenOffice Impress (Free)
 - Bullet points teaching your topic.
 - Structure training similar to ebook using outlines.
 - On outline include main modules at top of slides.
- You don't need long sentences.
- Short bullet points work well here.
- Use CamStudio, Jing, or Screencast-O-Matic for recording audio.
- If you don't have a headset use built-in computer microphone.

Step #2: Create Your Product – Video Course

- Step-By-Step Screen Capture Recordings
 - Simple how to instructional videos.
 - Show people how to do things online or on your screen.
 - Tutorials on using software.
 - Photoshop or Gimp or Paint.net
 - Microsoft Office Products or OpenOffice Products
 - Open Source Software Solutions
 - QuickBooks tutorials.
 - Tutorials on finances or bookkeeping.
 - Tutorials on Internet business topics.
- Live Demonstrations or Teaching
 - Use your phone camera or a digital camera you own already.
 - Teach in front of a whiteboard with camera on you.
 - Shoot your video on a well lit day with a good window in the room for best lighting.
 - Film live demonstrations.
 - Exercise routines.
 - Setting up the perfect model train.
 - Sports skills.
 - Cooking demonstrations.

Step #2: Create Your Product – Audio Course

- Record MP3 Audio of Your Content
- Fast way to create content.
- You can give some really raw and top training this way.
- Tools Needed
 - Audacity Software (Free) <http://audacity.sourceforge.net/>
 - USB Headset or Built-In Computer Microphone If You Don't Have a USB Headset.
- Start with notes so you know what to discuss.
- Good length is between 1 hour and 2 hours for the course.
- You can break up the recordings into sessions for easier listening.
- Consider offering the transcripts as a bonus.

Step #2: Create Your Product – Short Reports

- Small products are quick to setup, and can sell well.
- People are interested in solutions that solve their problems.
- A short 7 to 15 page report that offers a viable solution can be sold.
- You may not be able to charge near as much though.
- Great for lead generation or for your first product.
- Start with your bullet points and ideas.
- Can be easily written and completed in one day.
- Fast turnaround.

Step #2: Create Your Product – Live Webinar Series

- Give your content in the form of live webinars.
- Excellent way to sell a product before it is done.
- Quickest way to market is to sell a webinar series.
- Offer a bonus Q&A sessions at the end.
- Make sure it is recorded.
- Use Google Plus for hosting the webinar for free.
- Consider using a backup screen capture tool like Screencast-O-Matic.
- Really know what you will be convering in depth for better sales.

Step #2: Creating Your Product - Coaching Services

- Another way to not force you to have a product done.
- Life coaching services.
- Business or investment advice coaching.
- Fitness or dieting coaching help.
- Money saving advice.
- Relationship coaching and help.
- You can offer sessions of your time as a service to your clients.

Step #2: Creating Your Product – Expert Interviews

- Find an expert in your chosen niche to interview.
- Record a free Skype session or Google Hangout.
- Have a prepared list of questions ready for the interview.
- Get their bio ahead of time for introduction.
- Act like you are having a regular conversation with them.
- Can also do a written interview where you email them questions.
- They respond with their typed answers, and you have your product.
- Let them pitch their website, products, or services.
- Make it a win-win situation for them. Could be a joint venture partner in the future.
- You could interview a series of 5 experts.
- If audio recording offer the transcripts of it all as a huge bonus.

Step #2: Creating Your Product – DFY Services

- You can launch services that you do for people.
- Examples of services you can do.
 - Graphic Design Services (Photoshop Skills)
 - Writing articles, short reports, or ebooks
 - Video editing services
 - Bookkeeping services
 - SEO services
 - Website Design
 - Blog Setup
 - Computer Programming

Step #2: Creating Your Perfect Product Package

- To maximize your price and overall sales consider adding in more value to your offers.
- Here is an example way to create multiple formats of the same training to add to your product packages appeal.
 - Create a video from a PowerPoint.
 - Turn the PowerPoint into a PDF by saving it to PDF format.
 - Turn the audio from the video into a MP3 file.
 - Consider a short report as a bonus.
 - Use PLR content as well for a value added bonus.
 - Maybe offer a live Q&A session on Google Hangouts for a bonus.
 - Be creative with your offer to help you stand out.

Start Creating Your Product