



Information Product Cash

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Interview Experts And Sell It

Interview products are quick and easy product creation (position it as a training module). This can be done with a \$30 mic (get a USB mic for best sound quality) and you can easily get the interview transcribed for increased perceived value.

All you need to do is find an expert in your niche then ask them some questions. You could even interview yourself. Just pick out some questions that your market would like to know the answers to and record yourself answering them.

Here's how to score interview products.

1. Find experts who want promotion. Look for Amazon print experts or go to forums and find people.

2. Know what you want from them and what you can give them. Try to anticipate their objections and be clear about what is in it for them. They will only do it if they get a positive return on investment. You want to figure out their motivators and make it impossible for them to say no. Some possible motivators could be...

-Offer them to promote their own products in the interview

-They want to know how many copies you can distribute

-Give them shared ownership

Once you get an interview with an expert you can leverage that success. Use it as a bargaining chip when recruiting other experts to create info products.

Create Info Products With Video

An easy way to create info products is to record yourself with screen capture software talking over a power point presentation. Simply go step by step to solve a problem.

When I create a video information product I like to first tell people what to do with power point then I go out and record myself doing it. I have found this to be the best way to pass along knowledge and I recommend these two steps when creating a video information product.

Get Multiple Uses Out Of Your Product

One of the best parts of creating an info product is being able to re-purpose content for increased profits. Here are some examples...

- Resell a live webinar recording as a dvd set
- Sell the dvd set as a digital download
- Give it away as a bonus or take the info and create a book
- Turn a video into an audio by ripping the sound
- Take audio or video content and get it transcribed
- Turn blog posts into rebrandable reports for affiliates or free reports for lead generation

Why repurpose content?

You get paid for the value you create not by the hours you work. When you repurpose content you leverage your work and provide more value. This increases your income

Why sell information products?

-They are quick and easy to create

-They have a high perceived value

-Info products can be repackaged

-You create branding by association

-If you interview someone it has JV opportunities

-If you do interview products you can search out their fans to become affiliates

Here's How To Make Quick Cash

Without a doubt the formula for cash online is to build your list and sell your products. Think about it. Two things that all successful people do is that they have a list and they sell big ticket products (\$997 and up).

Then they take their whole sales system and make it better through tweeking the process for increased success. That's a birds eye view. Let's jump into some step by step.

Choose A Niche – Here's Top Niches To Go After

The first step is to determine what market you will go into. Here is some info on the top markets. **Choose a billion dollar niche to take advantage of these real internet business tips.**

Weight loss- This is a great niche because there are always going to be people actively searching for fitness and weight loss ideas.

Network Marketing (not joining a MLM – Selling info to network marketers)- Network

marketers are conditioned to constantly improve themselves. They are natural consumers.

Real Estate Investing- Real estate investing is big business. If you can get in this niche you will be rich.

Wealth Building- Everyone wants to know how to build more wealth. Can you teach others how to think like a millionaire?

Internet Marketing- This niche is where you will see many people selling a lot of things to other people who want to make money online. Which will you be? The person who marketer or the marketed to?

After you choose niche you want to focus on the next, yet extremely important step – List Building...

First Things First – Build Your List

Always put a major focus on list building. The first step is to set up a squeeze page.

After you are building your list you want to start making some money. You can do traditional affiliate marketing or you can increase your profits by selling your own products.

How To Get Ideas For Products

The easiest way to get ideas for products is to simply model yourself after what others are doing. The truth is if someone else is selling it there is a market for it!

On the other hand if no one is attacking a certain market it is typically because there is no profitable market. But wouldn't it be a good idea to hold on to good ideas you find for future promotions? That's why it is...

A great idea – create a swipe file.

When you find a sales page or website promotion that you find appealing **use the “Save As” feature in your browser** to save it to your computer. You can create a folder and save all of your web pages there. This will give you a quick reference stock of great copy and ideas.

Save interesting email promotions in your email client.

Many web based email clients allow you to **create a folder and save emails to it**. I suggest you start doing this when a email has a good subject line or a few good hooks in the body. If you start doing this you will always have good ideas for creating your own email marketing campaigns.

Good Ways To Position A Product

First off why sell your own product and not just sell affiliate products?

Affiliate marketing is big business but it comes secondary to building your list and selling your products (sell YOUR products for 100% commission.) That's right. If you sell your own products you will instantly increase your net income!

The biggest competitive advantage is to give away what others are selling.

If someone else is selling something for \$997 and you sell it for \$97 do you think that you would have an advantage? Money is made in the back end, selling a full line of products, so **get people in the door with a charming offer.**

Here's one of the best real internet business tips for creating offers. Use one dollar offers and make your money on the back end with continuity programs and OTOs. Sell great value for \$1 and then upsell into continuity or high ticket products (or both!)

Portions donated to charity (charity angle).

Giving a portion of your profits to charity is a great way to position a product. It allows you to give people a reason to act and overall it is a good hook for your product.

But a quick word on customer service and goodwill.

Treat Your Customer Right

Don't worry about the one time sale of a customer if it is going to upset your customer – **focus on creating goodwill and the lifetime value of the customer.**

If an average customer spends \$1,000 with your business does it make sense to try to sell them too much in the wrong way (for example having 10 one time offers) if it will ruin their faith in your business? The goal is to create raving fan customers who buy everything you put out so **avoid short term thinking.**

About One Time Offers

A general rule of thumb is to **use no more than 3 one time offers.** Why?

Imagine that you just bought a product for \$1 (and the \$1 goes to a charity) then you have to go through a seemingly endless barrage of offers. By the time you get to the download page you are probably going to be mad. The experience destroys the lifetime value of the customer and will hurt you in the long turn. It is short term thinking that kills your overall bottom line.

Make your OTO price relative to your front end price.

If you are selling a low ticket item it is going to be hard to sell a higher ticket item with a one time offer. So try to keep your oto price relative to the front end sale.

Simply put if someone buys something for \$27 you will have a much easier time selling them something for \$147 than \$3497.

Try downselling high end physical products digital versions.

If you sell a high end \$997 physical product as an oto it is a good idea to downsell to a physical version for approximately half the price if the lead doesn't buy. You have already established extreme value so it is a good idea to strike while the iron is hot.

Try continuity as a one time offer.

Give away a FREE Cd as a oto with continuity attached. Many people will enjoy getting something for free and you can have a lot of new people sign up for reoccurring billing.

But a quick thing to note about continuity offers. The clearer you are with forced continuity the lower your conversions. I'm not telling you to hide your reoccurring billing, that is not one of the best real internet business tips, but I am simply stating that the clearer you are about reoccurring billing the less conversions you will have.

So I hope you have enjoyed these real internet business tips and my internet business guide. Go ahead and apply these steps to your internet business today and start making more money online.

Products By Ryan Parenti

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