

# Instant Bestseller Tele-Coaching Program™



**By Ewen Chia**

## **Important Notice:**

You may not use this as web content, sell, give away, or package this transcript in any form. This is NOT a free product. You can only get this from Ewen Chia or one of his valued authorized resellers. Thank you.

"Instant Bestsellers Tele-Coaching Program" is a worldwide-protected publication of © Ewen Chia and [www.AutopilotInternetIncome.com](http://www.AutopilotInternetIncome.com)

### **ALL RIGHTS RESERVED**

No part of this transcript may be reproduced or transmitted in any form whatsoever, electronic, or mechanical, including photocopying, recording, or by any informational storage or retrieval system without expressed written, dated and signed permission from the authors.

### **DISCLAIMER AND/OR LEGAL NOTICES**

The information presented herein represents the views of the authors as of the date of publication. Because of the rate with which conditions change, the authors reserve the rights to alter and update their opinions based on the new conditions.

This transcript is for informational purposes only and the authors do not accept any responsibilities for any liabilities resulting from the use of this information. While every attempt has been made to verify the information provided here, the authors, their resellers and affiliates cannot assume any responsibility for errors, inaccuracies or omissions. Any slights of people or organizations are unintentional.

# Follow-Along Transcript To Instant Bestsellers Tele-Coaching Program™

Welcome to the Best Sellers Tele-Coaching Program. On this call I'm going to teach you...

## **How to Create Your Own Cash-Cranking, Best-Selling Information Product in 24 Hours or Less...and Make 5 Figures With It Your Very First Month!**

It's definitely going to be a very exciting tele-coaching session, so listen up and take notes as you go along.

Before I get to the tele-coaching program proper, I'd like to state some objectives on how this course is structured.

Basically, this course is going to teach you a step-by-step method of creating your own information products.

But one of the things I want to do on this call is to tell you how to help make this information product a best seller before you even start marketing it, and also to help you set up an often-neglected system to generate a consistent five-figure income from the first month with your information product.

I've called this session the **Instant Best-Seller Tele-Coaching Program**. Before we begin, let me define the term "Instant Best Seller" and why I call it instant.

Many times when you begin creating an information product, you need to have certain principles in place, certain strategies in place, to ensure that your information product will be successful and will help you generate a good income from your information product.

Knowing these principles are in place before you even begin creating or begin marketing your product will help to make it an instant success.

I place a high emphasis on the term "Best Seller" on this tele-coaching call because with the strategies that you're going to implement from this call, your information product will be a best seller if you apply it.

This tele-coaching program is basically divided into six different parts. I'll just run through these six parts so that you know beforehand about the content of the call and what's involved.

## Ewen Chia's "Instant Bestsellers Tele-Coaching Program"

**Part 1**, I'll talk about an introduction to the call, where we are now, and also the kinds of info products that you can create and what makes your information product a best seller.

**Part 2**, I'll be covering market research.

**Part 3**, I'll be telling you how you can generate best-selling information product ideas, ideas that you can use to create best selling products.

**Part 4**, you'll learn about Product Creation Secrets that take you 24 hours or less to create them.

**Part 5**, I'm going to talk about how to package your products for more profits. This is not often being emphasized on product creation calls, but I think it's really important in the way that can sell products.

**Part 6**, I'll be getting into the meat of how you can make five figures with your information products.

So these are the highlights and outline of the call, so I'm going to begin with Part 1 by defining what an information product is...

## **Part 1: Introduction**

An "information product" is a catch-all term describing products which are usually intangible and delivered by internet download.

You probably own a few information products yourself if you've ever:

- Downloaded an e-book onto your computer, PDA, or hand-held e-book reading device
- Downloaded anti-virus software or computer games
- Purchased a membership to a website where the content is delivered via web pages hidden behind a locked area
- Purchased and downloaded songs, web templates, stock photos, clip art

All these are information products. As you can tell, information products cover a wide spectrum besides the commonly-defined terms of an e-book. There are really a lot of different kinds of information products that you can create.

All of these examples that I've listed are called information products.

We use the term info products not just because a product contains written content, but obviously a stock photo or clip art represents visual information that can be content to you or to your customers as an information product.

The real meaning behind all of this is that content and media, whether used for educational purposes or entertainment purposes, can be packaged and delivered digitally as a product you can sell.

### **Types of info products you can create**

What kind of information product can you actually create? The truth is that you can turn just about anything into an information product. For example:

- A novel
- A how-to guide on classic car repair
- A database or catalogue of distributors of specialty goods
- Inspirational audios by motivational speakers
- Aerobic work-out videos
- Recipes from your great-grandmother
- Any kind of computer software you can create

## Ewen Chia's "Instant Bestsellers Tele-Coaching Program"

You can deliver your information products in a variety of packages or formats. For example:

- E-book
- Audio file
- Video file
- Software
- Part of a membership or subscription site
- Physical product by burning your files to a CD
- Delivered by tele-coaching or tele-conferencing or tele-seminar, as we're doing now
- Create a database of information and charge a fee for search

Your options for creating information products are almost limitless when you think about these areas.

Currently, as I've mentioned, the most common info product format is the .pdf e-book, but again audio, video, and software products are also getting wide popularity for information products.

### **Objectives of your info product**

Before you even create your information product, I think it's very very important to know the objective of your information product. It's time to think about the Big Picture before you create your information product.

Most of the time, people create an information product without having a plan in place or having a Big Picture view of the thing that they want their information product to accomplish for them.

This is really crucial, so stop and think about your Big Picture. What do you want your information product to do for you and your business?

Most people automatically say that they want their product to be a money-maker. Well, that's great but there's a misconception behind this way of thinking.

**You see, all your information products can be money-makers, even if you aren't selling that particular information product.**

Do you guys get me? Your information product can be a money-maker even if you aren't selling it.

How is this possible? Because you can use your information products as tools, tools to grab you more of what you want and need in terms of traffic and subscribers – two things which inevitably do lead to making sales!

## Ewen Chia's "Instant Bestsellers Tele-Coaching Program"

Let me explain a little bit more on this. Besides using your information product as an obvious tool for sales, you can use your information product as:

- Lead generator
- Affiliate marketing weapon
- Publicity
- Branding yourself
- Free gift to build your list
- Viral traffic generator
- Tool for joint venture projects, when you approach joint venture partners

So you see, before you create your information product, you must have the goal and your objective in sight. Ask yourself what you want the product to do and why you're creating this product in the first place.

These are really important questions. What do you want the product to do? Why are you creating it in the first place?

For example, let's say you know that you need a viral re-brandable report to give to your affiliates and JV partners. You know this is the intended objective of the information product before you even create it.

Knowing this will help you create the product that's aligned with your objective much better than not knowing it. When you have a clear goal for your information product well in advance, the creation of that product becomes much easier.

I tell you this from personal experience, because you can then really zoom in on the content for your audience, as well as any other detail which needs to be in place.

### **What makes an information product a Best Seller?**

I've created many many information products and I would say almost all of them, if not all, have been best sellers and this is due to a number of factors, and I'll go into these factors now.

A product can be a best seller if:

- The topic that you write about is hot and current
- The topic may be controversial, for example the Da Vinci Code
- The topic generates 'buzz'

An information product can also be a best seller if:

## Ewen Chia's "Instant Bestsellers Tele-Coaching Program"

- The product is getting rave reviews and testimonials, and this goes very much into the copywriting
- The product has been recommended by your industry leaders and market experts
- The product is preceded by a lot of built-up, anticipation, and promotional hype

There are other factors that contribute to your product being a best seller.

- One of the most important factors would be that the topic you write about should hit your target market's hot buttons. The product must give them a solution and answer their questions as to what they really want to feel in terms of their needs in your market.
- There are also other elements that you have to put in place to make your product a best seller.
- One of these is a best-selling title. It could be a provocative title or a very catchy title. Many times the title of an information product will make or break that product, so a good title is very important.
- The product could have outrageous claims to it, and this stirs up attention again. With this in place, you'll make your product more successful.
- Of course, the product has to be high quality and has to over-deliver.
- The product should be 'first of its kind' or unique in the marketplace.

While I can't give you the absolute 'magic formula' to creating best sellers, I can tell you that the above factors make up a large part of the picture. Beyond that, you need confidence and gusto in your promotional efforts.

Many times, best sellers are really created not so much by the product itself, but by the marketing. This is important! A product can be a best seller simply by your marketing efforts.

Your marketing will be good if you've built a huge joint venture in place before you launch a product and you have a huge pool of affiliates to launch your product. Your product can be a best seller overnight simply by the promotional efforts of yourself and other people because the buzz that it generates in your industry.

## Ewen Chia's "Instant Bestsellers Tele-Coaching Program"

Another factor that's really important and I want to highlight on the call is copywriting. The copy is very very important in making your information product a best seller.

I would so far as to say having good copy on an average product, as opposed to having bad copy on a great product, would make the first one a best seller as opposed to the latter.

What I mean by this is if you have just an average so-so product but with great copy to complement the product and to sell the product, your product will sell much much more, as opposed to you having a really amazing product but your copy just doesn't support the product.

This is particularly true on the internet, because the internet is an information medium. People like instant gratification. Having a great sales letter to move the product will satisfy these two criteria of the internet.

Just remember these two factors. These are really the two most important criteria on making your product a best seller.

Don't forget about having great graphics in place, a great e-book cover for example, for the product. E-book covers are important because while your product may be in intangible form, the graphic actually brings the prospect to the product and makes your potential customer want to purchase the product.

Many times you'll be surprised that your graphic will also actually sell the product in advance of the copy. Sometimes the graphics are so nice that you just want to buy the product.

Another example is bonuses. If you have a great number of bonuses to complement your product, people will buy it for the bonuses.

So really a best selling information product encompasses a huge range of factors, besides just the product itself. Our goal is to discuss this more in detail in the Product Packaging session of this call.

I just want you guys to know this principle well before I go into that. Of course, you do need the confidence in your promotional efforts if you're going to make it a real good seller.

When you launch the product, you have to jump out of the gate quickly with a full-on marketing campaign, and you need to work to generate attention and interest as quickly as possible.

## Ewen Chia's "Instant Bestsellers Tele-Coaching Program"

Get your marketing campaign ramped up to breakneck speed for the launch of a product, and also employ as many other people as possible within your product marketing, as I mentioned earlier.

Try to make it viral. Try to bring in word of mouth. Try to get as many joint venture partners as you can before you fully launch your product, and in this you'll become much more successful than you can imagine.

Follow all of these factors consistently, and you'll have a best seller on your hands!

### **Tuning your mind to the 'product creation mindset'**

Before you create your product, there's something that you need to be aware of, and that's the mindset, the mentality. You need to kind of tune your mind to a product creation mindset.

What is a product creation mindset? I know this may sound strange or unusual, but there is in fact a mindset that comes into play when you're creating your information products. The guiding force of this mindset always originates from your objectives.

Remember I was telling you about having your objectives in place before you create your product? Now this will steer your mindset.

Your objectives are the guiding force of your mindset, and when you know exactly that kind of products that you want to create, why you want to create it, and who you're creating it for, then you almost have half the work done already.

You'll begin the product creation mindset well before you even sit down to create your product. This is crucial because it'll help you create a product that much easier and faster than you could.

Think of new content creation as a process similar to "sorting the wheat from the chaff." You've got to know what to keep and what to throw away, basically.

It doesn't matter whether the content comes from you, someone you hire, or from the public domain. All of this can bog you down if you're unclear on your objectives. So let's break this down even further.

Another element of a successful product creation mindset is deciding which tools you need for the job.

You need the right tools if you're going to do the right job. So if you're creating an e-book, you need a text editor and a way to create the .pdf with Acrobat. You'll need a way to convert your text file into a .pdf file.

## Ewen Chia's "Instant Bestsellers Tele-Coaching Program"

If you're creating a set of videos, you need to make sure you've got the tools and software to capture, edit and encode the video. You need to know how to keep your file sizes manageable. Maybe you need to break your videos down to a set of 12 or a set of 5. This will allow your customers to download the product easier.

So as you contemplate these different aspects of product creation, you should also take into consideration how you plan to package the information product, which I'll cover later.

You should ask yourself:

- Are you selling everything in one big package?
- Are you breaking up the content to create multiple products?
- Are you breaking up the content to create back-end products or bonuses?

These are the kinds of questions you need to ask yourself in advance. How much content do you need and what is your strategy for acquiring this content? These are questions you need to ask.

Creating a product in 24 hours is easy, it's really easy, when you have all these factors in place. You basically break down the steps you need to create the product into a workable plan.

Having a plan will speed up your product creation and make it very fast. So having a plan in place and having all the objectives in place and having the mindset will help you create an instant best selling product.

Let's move on Part 2 now, in terms of market research.

## **Part #2: Market Research**

This is one of the most crucial and important elements of product creation, so please listen carefully.

As I promised you in the title of this tele-seminar, you're going to have your own information product in 24 hours or less, and in order to deliver on this promise I'm going to show you how to do market research very fast.

Market research is important because remember our statement earlier. One of the key factors of creating a best seller is to create a product that is highly targeted to the needs and wants of the target market. In order to do this, you need to do your market research.

The first question you've got to ask yourself is if you already have a market in mind; for example, sports fans, or gardeners. You need to have a market in mind before you create a product.

If you do not, it's very essential for you to do the research to pinpoint the market that you want.

In this section, I'm going to show you how to pick up a profitable market, then zero in even further into a mini-market within this market. It will be very fast; in fact, it will be faster than the time it takes to read your newspaper every morning.

### **Researching for a hyper-profitable mini-market**

If you want to know what types of information products people are most interested in, then go to those places which measure the popularity of information.

Go to the places which measure the popularity of information. Can you guess where these places are?

One of them would be the best-seller list. If you want to create your own best-seller, then you need to find subjects which are best sellers right now in your market place.

You can check out the best-seller list for non-fiction at

- The New York Times (<http://www.nytimes.com>)
- Barnes and Noble (<http://www.barnesandnoble.com>)
- Amazon (<http://www.amazon.com>)
- Publisher's Weekly (<http://www.publishersweekly.com>)
- Book Spot (<http://www.bookspot.com>)

## Ewen Chia's "Instant Bestsellers Tele-Coaching Program"

Frankly, Book Spot is quite useful because they have additional best sellers lists resources broken down by genre and time period. For example, they have a Bestseller Almanac that you can check on, which shows best seller lists from 1900-1990! This is a huge resource.

Take a look at all these best seller lists and the URLs I've listed for you and you want to pick up on trends. See if you can categorize any of these trends around broad subjects.

What you'll usually find is variations on timeless hot topics like health, wealth, family, and food. These are pretty obvious, right? It's really no surprise that these subjects are at the top.

Though we've identified the profitable broad subject areas, we aren't getting any closer to a laser-targeted mini-market which I mentioned earlier.

It's really useful getting your broad market first because sometimes when people tell you how to do market research, they tell you you've got to identify a niche. Many times, and I've experienced this, you don't even know where to start.

What market should I pick first? I'm supposed to enter some keywords into a keyword research tool, but what kind of keywords should I enter first? So the earlier section gives you an idea of a broad subject that you can use to find your mini-market.

How do we actually find our mini-market? You need to start first by sorting through any targeted keywords that we can find in the broad subjects spoken about earlier.

So for instance, let's say you notice that diet and recipe books are really really hot. Is there anything in the title to suggest a sub-niche or mini-market within this broad market?

For example, are there things like:

- Fat-free diet
- Organic diet
- Budget diet
- Fast, express, quick and easy
- Low calorie Italian recipes
- Diet for diabetics

Those are some sub-niches. Each of these keywords or key phrases further narrows the market down to a smaller audience, and you want to do this because the money is in the mini niche markets.

## Ewen Chia's "Instant Bestsellers Tele-Coaching Program"

If necessary, you can even go to your local library or bookstore and browse through titles of interest to get an even better feel for the type of information that the market is consuming. You need to know what kind of information your market is consuming.

Then you've got to get creative. You've got to start asking questions like:

- *Are there any gaps in the information within the market you can fill?*
- *Is there any information that you could do better?*
- *Are all the diets presented in books presented in ebook format?*
- *Maybe some people would prefer an audio e-book for recipes.*

Ask yourself these kinds of questions and try to come up with creative combinations.

Notice that one of the phrases I came up with earlier was low calorie Italian recipes, if my mind serves me correctly. You can do low-calorie for a lot of different types of ethnic cooking.

Just think of how many people on certain diets would like to have their fatty favorites created in healthier recipes that taste just as good. You can put your mind to this process of coming up with creative ideas.

You can also try mixing in unrelated markets. For example, take a somewhat broad topic like "financial investing," for example, and tie it to a very specific audience.

So for example, it could be "financial investing for work-at-home moms" or "financial investing for college students" or "how to invest for retirement, even if you're a starving artist or a starving musician."

This is a technique called 'niching' the topic. You've got to niche the topic to your audience if you want to find an even smaller market.

You will see, there are different kinds of discovery at play here.

- First, there's the uncovering of existing and clearly-defined markets.
- Second, there's the creation or discovery of smaller, hidden markets through your creative brainstorming.
- Third, there's the creation of mini-markets based on product packaging.

## Ewen Chia's "Instant Bestsellers Tele-Coaching Program"

So let me repeat this, using the previous example I quoted you of financial investing for work-at-home moms, for example.

You'll see that there are three different kinds of discovery and principles within this very simple example.

- The first one again would be using creative brainstorming. You could actually find smaller and hidden markets.
- Second, you can actually uncover existing and clearly-defined markets.
- Lastly, you create a market based on product packaging. In other words, taking information which is traditionally in print and putting it out by e-book, video, audio, e-classes or membership sites could quickly turn an existing product into a whole new product.

### **Checking for competitiveness and profitability of the market**

Next you've got to check for the competitiveness and profitability of the market you've selected. There are two quick methods to doing that.

These two methods will help you to determine how many similar products are available for sale within your market, and help you to check the prices before coming to terms with your own pricing.

You'll need to open up your web browser and go over to Google. What you're going to do here is input your mini-market target keywords and see what comes out in both the natural and sponsored listings.

So for example if you were to choose financial investing, go ahead and enter these keywords into Google and see what comes up within the search results in both the natural and the AdWords listings.

I'm going to walk you through a very simple hypothetical market example to make this process clear. For this example, my market for this test would fall under 'arts and crafts,' which is also a hot market.

Specifically, we'll be looking at the mini-market for people who enjoy origami. Origami is a very popular eBay auction, basically origami art. So let's use that for our example.

### **Step-by-Step**

1. The first thing I would do if I was to look at the origami market, I would go and get some keywords related to this mini-market. So I would go over to

## Ewen Chia's "Instant Bestsellers Tele-Coaching Program"

Overture (<http://www.inventory.overture.com>), one of the most popular keyword research tools.

So I'd go over to Overture and I'd type in "origami." It looks like this market has some very targeted searches, which tell us a lot about what they're looking for. If you were to do this same step, go to Overture and you'll see the screen showing the results that I'm seeing now.

If you look at the results, you'll see a number of origami searches, more than 69,000 in a given month.

If you're looking at Overture right now and looking at origami, you'll notice as we go through this keyword step there's even more potential for other mini-markets and product ideas just from these keywords.

Even though origami is pretty narrow, there's even more possibilities for laser-targeted mini-mini-markets. For example, look at 'dollar bill origami.' This represents a completely separate market within a market for origami. It's a market within a market.

Most origami artists would use special papers, but a lot of people like to have 'party tricks,' like making origami on the spot out of their paper money. So 'dollar bill origami' is a good market that you may want to consider.

But I think I'm getting off topic here, so let's move on to Step 2.

2. You want to go to Google and type in some of these keywords. So for example, good ones to check would be 'origami instructions,' 'easy origami,' or even 'origami paper folding.' When you're typing these keywords into Google, you want to check through as many targeted phrases as you can, but I'm going to use just one keyword, 'easy origami,' to illustrate this.

The results we pull up in Google for this key phrase are really quite interesting for 'easy origami.' First, we see that what I'm looking at now there's only one sponsored listing, one Google AdWords for this.

The top 10 natural listings include several sites including free how-to information, as well as a couple of Amazon.com results for books.

It looks like the Amazon listings are the only sales-oriented listings in this top 10. So let's have a look at that first.

## Ewen Chia's "Instant Bestsellers Tele-Coaching Program"

The books, for example, is one called "Easy Origami," which sells for \$3.95. You have to wonder how many of the searches on this key phrase were intended to pull up this book, or were general interest queries.

We can keep on tracking and look at the number of sites that come up. Here we find a series of step-by-step instructions for making an origami bat. The instructions include pictures of each step in the folding process. There's a 'voice over' but it looks like it could be a good market for easy step-by-step origami videos.

However, I think we still don't have enough information at this point in time. The lack of sales-oriented results in this one key phrase could possibly represent an untapped market, or it could indicate an unprofitable market.

If you don't see many sites or information products within your key phrases that are selling products, it could represent either that it is an untapped market or it's just an unprofitable market.

So we need to check further to get a bigger picture view of how our market is related to information products in general.

I'm going to look at origami instructions, using some other key phrase, and there are zero sponsored listings. It looks like the top 10 listings are all free information sites.

Ok, let's try one more. "Origami paper folding." Alright! Looks like there's 8 sponsored listings for origami supplies and for books. While the natural listings are still mostly free sites, the important thing is that there are actually 8 sponsored listings.

So what's really going on here?

Let's go back and check how many sites Google has indexed for each of our key phrases. Let's use the example of 'origami paper folding.' It's more than 770,000. This is really interesting. Part of what's going on here is the key phrases we've been using still aren't targeted enough.

The one key phrase that is highly targeted is 'origami paper folding' and that's where we actually find our sponsored listings...in other words, where we find the money.

The principle of this is if you target a key phrase within Google and there are sponsored listings and people are actually bidding and paying for AdWords campaigns, then it means there is a very active market within this market that is selling products.

## Ewen Chia's "Instant Bestsellers Tele-Coaching Program"

This shows that a market is profitable and that there are customers within this market, so it can really cut your search.

Is everybody clear on this example so far before I go ahead? Any comments, or do you just want me to continue on?

**Caller:** Yeah, it's good, real clear, real clear.

Ok great! One more thing I want to point out before we go any further with our origami example is that one of the sites that comes up in the natural listings, like [www.paperfolding.com](http://www.paperfolding.com), most of these are personal sites created by individual hobbyists.

There's some good information and some of the sites are quite well designed, while others look a little amateurish.

So there may be an opportunity for a product that offers complete and easy-to-follow instructions for this market. I think, in fact, a video product for origami would do very well for this market.

While you do your research, check out your competitors' websites too. It will give you the bigger picture again. The key essentially is for you to check additional sources for pricing information.

We need to go where origami products are offered for sale and see how they're priced. The reason why you want to know pricing is because it's going to affect how you can price your product, and the kind of price you can earn on your own information product.

Let's say realistically you can charge \$20 for a basic product at places like Amazon.com and eBay, then we can charge at least that much for an information product. You may even be able to charge a whole lot more if our product is better than other people or comes in different media.

Also, given that there are so few advertisers in the market right now, cost per click for an AdWords campaign for 'origami paper folding' could be super cheap. These are all important factors that you need to look at in your plan when you do your market research.

I'm going to go over to Amazon.com and enter in the key phrase, 'learn origami' to see what books come up. This is a trick to find a ready market.

Just so you know, you enter in a qualifier before your key phrase, for example 'learn origami' or 'information on' or 'buy information on origami.' These will qualify your search to people who are looking and interested in these results.

## Ewen Chia's "Instant Bestsellers Tele-Coaching Program"

Typing in 'learn origami' at Amazon, I'm seeing some good results here. The top 3 results are:

1. Advanced Origami that sells for \$24.95
2. Origami Design Secrets, \$48
3. The New Origami at \$13.95

These results were sorted out by relevance. You can also use a trick at Amazon that allows you to sort by best sellers. When you do this, what you'd see would be:

1. Origami Zoo for \$19.95
2. Origami to Astonish and Amuse, \$14.93

These results are all actually from before 2006. In fact, they're all pre-2002. Interesting! These books are still selling in excess of \$15, but we need to find out how much the newer books go for.

So we'll do one more sort this time by publication date. The results are now all current up to December 2005, and the average list price is between \$21-25. This is really good.

Now you know that you can charge at least \$20 for something like a basic e-book, and if you create an information product that's multi-media, for instance a video product, you could probably charge a lot more for it.

Again, using origami as a case study has shown very valuable so far. In your research, you want to look out for these results because it shows you how to think about your research when you're trying to compile an information product.

The data we have so far shows that this market is a 'maybe.' Just a 'maybe.' We didn't find an excess of competitors and products, and we know that the market is not over-saturated.

We didn't come away empty-handed either, so we know that the market isn't really vacant or empty. So it looks like this market might be profitable.

The question to ask yourself at this point is just how profitable is this market and is it worth getting into? You can get this additional information on the profitability of the market by using a concept of checking advertising costs.

What do I mean by this? You want to check the advertising costs of the market. It's going to be easy, because we're going to use one quick-fire method to check advertising costs, and you're going to use it by going to Google AdWords.

## Ewen Chia's "Instant Bestsellers Tele-Coaching Program"

If you have an AdWords account, you can log into your account. If you don't, you can sign up for a Google AdWords account at <http://www.adwords.google.com>.

What we do is log into your Google AdWords account and enter in your potential target key phrases.

Google will give us an estimated cost per click for each of those key phrases. So the estimated cost per click, or CPC, is what you'll pay for if someone clicks on your advertisement for these key phrases.

When you enter in these key phrases, make sure you use brackets around them, like [origami] because this will give you the cost for people entering the exact key phrases for these keywords.

Next you want to set your daily budget to let's say \$50, and enter your maximum cost per click at 25 cents, for example. Even if you don't plan on spending much, it's always better to set your estimated costs high to get more accurate results from Google.

So Google will tell you the estimates you receive are based on system-wide performance of similar AdWords campaigns. They're not actually based on actual performance you might see. So your results could vary from the results of previous enterprises.

You'll want to run such tests on as many target keywords as possible. For example, I've already done this research and I'm going to look over this data to do some simple math.

What I have here for one of the keywords, [easy origami], the average CPC would be anything from \$0.26-\$0.37. So I'm assuming for my series of key phrases around [easy origami] it'll come to about 20 clicks per day.

Let's assume for example that the average cost per click is about \$0.45, so your daily campaign cost per day would be:

$20 \text{ clicks} \times \$0.45 = \$9 \text{ per day}$

If I were to run this campaign every day across a 30-day month, I would get 600 clicks at a total cost of \$270. If I wanted, I could drop my daily ad budget down to around \$20 or less, but I wouldn't reach this maximum.

So having a high daily ad budget gets you more clicks.

I'm going to assume that product I'm going to sell is priced at \$37 and I have a 1% conversion rate. This means that 1 out of every 100 visitors buys the product.

## Ewen Chia's "Instant Bestsellers Tele-Coaching Program"

This comes out to 6 sales a month at \$37, which gives me a gross profit of \$222. This campaign is going to spend \$270 and having a gross profit of \$222, so I'll be making a loss.

My cost of acquisition for a new customer is \$45, so what do I do now? At this point in time I will have to make a decision.

I will either have to create an information product worth more than \$45, or I have to find a way to lower my advertising cost, or basically toss out this market as unprofitable.

The reason why I gave this example, this case study, is that another aspect of market research you have to keep in mind is the level of risk aversion. How much can you afford to spend? How much are you willing to test the market even when the potential profit is in question?

If you're looking for a sure winner, then your numbers need to look much different than what I have. An ideal scenario would be:

- Your CPC is \$0.10 or less
- Your daily ad budget supports at least 500-600 clicks per month
- Even at the lowest conversion rate, your product is priced so that the cost of acquiring a new customer is less than the price of the product.

So for example, let's say I get 600 clicks/month, \$0.10 cost per click, and it's going to cost me \$60/month.

Assuming that even if I have a low conversion rate of 1%, my customer acquisition cost would be \$10/customer. If my product is priced at \$37 and I make 6 sales, I'm going to make in this example:

$\$222 - \$60 = \$162$  in profit

Now that is a profitable campaign. It's not exactly "quit your day job" money, but remember we're dealing with averages and examples here. There are many other factors as to how much profit you'll make, such as the quality of your product, the quality of the sales letter, and your ability to market through other channels.

Before we go into the other sections, what I want you to take away from all of this is the value of crunching the numbers in order to determine your profit. So make sure that you're able to do better than break even and you may be on your way to a profitable product.

In the past hour I've covered Part 1 and 2, and I'm going to move on to Part 3 now.

## **Part #3: Generating Best-Selling Info**

### **Product Ideas**

I think you'll find this part really fun! It's always exciting to generate product ideas. Once you get into the swing of things, you could probably come up many ideas you have to create a nice empire of information products.

In order to generate the most ideas quickly, I won't leave you to sit around scratching your head and trying to brainstorm in a vacuum. I want you to go straight to the source and examine existing products in your chosen market.

This is an easier way of doing research and getting ideas, rather than going through the trials of market research again.

#### **Stealing other people's ideas**

One of the methods I like to use would be to steal other people's ideas. I know that may not sound too ethical, but it's a strategy that works very well. Basically, ideas are not copyrighted. You could get ideas from other people and allow other people to do the research for you. This is by far the easiest method.

For some of you, have you ever seen an information product that made you wish, "I should've thought of that!"

Actually you could spin off that pre-existing idea for your own product. All you have to do is:

- Come up with your own unique twist to the product
- Create a better product
- Simply create a companion product to the existing best-sellers in the market

Let's say someone has come out with their own method for training dogs to behave, and they've even called this method after themselves.

Let's say "The Chia Method for Well-Behaved Dogs." My name's Ewen Chia, so "The Chia Method for Well-Behaved Dogs."

You could simply create a spin-off product like "Teach Your Dog Tricks Super Fast Using the Chia Method." You've created a companion product to an existing product.

## Ewen Chia's "Instant Bestsellers Tele-Coaching Program"

Especially if you're in the internet marketing niche, you'll see this being done all the time. One month someone will come out with a product like Google Cash, and before you know it, the idea gets followed up with a slew of other AdWords products like Google Profits, AdWords, Secrets, blah blah blah.

Another good example would be the fire sale thing and the AdSense craze that's going on now. All these are companion products.

I would recommend looking at current best sellers for inspiration. Usually all it takes is a simple change or two on the style or focus to come up with your own unique version of a hot-selling information product. This is really sneaky, but it works.

### **Pay per click advertisers**

When you were doing market research earlier, I told you to look at all the sponsored listings to see the kinds of products that are being sold. When you do this, you can steal more ideas along the way.

Why? Because you can identify gaps within the market place from pay per click advertisers.

For example, if I were to type in 'candle making' into Google and every single sponsored ad on the first page is selling candle-making supplies...why not an e-book on candle making? Why not a complete home study course with DVDs? Why just candle-making supplies?

Pay per click advertisers can give you an indication of how diversified your market place is in terms of the products being offered. Using this tactic you'll often find gaps in the market that is slanted to just one type of product offering, and this is where you come in, to offer different kinds of formats to the product.

### **Articles**

The third tactic of getting best-selling ideas would be to look at articles. Article research is quite valuable really, and can be a huge time saver for you because the author of the article has already done your research for you.

You'll get ideas of the hot topics in your market just by looking at articles.

For example, you can go to an article directory like <http://www.findarticles.com>. Go there and enter in "Italian cooking." I'm using Italian because this is a good example.

There's "Quick and Easy Italian Cooking," which is a press release.

## Ewen Chia's "Instant Bestsellers Tele-Coaching Program"

There's one called "Bowled Over: A Rustic, Inviting Meal Based on Italian Ingenuity," and many more.

So what could I create off of quick and easy Italian leftovers? What about coming out with some crazy way to wrap leftovers in a pizza sandwich?

Just by looking at articles you'll get a lot of different product ideas. The real key is people write articles so they can get them published. If they want to do that, they have to write on topics which are current and which are popular within their market. And they have to write for markets which are already existing.

So articles are a really really good resource for you to get ideas. Just by looking at articles, looking at article titles, you could really spin off a lot of your own product ideas from other people's articles. It's a great strategy!

### **Yahoo News**

The fourth tactic you could use would be to go to Yahoo news. Using the news for product ideas works two ways:

1. Identify markets and generate ideas based on current news
2. Search for stories that are related to the market you've already identified

Let's see what happens when we approach Yahoo news with tactic 1. The usual bad news comes up first...more violence in the middle east etc etc. When I did my research earlier, there was a headline that caught my attention... "Quitting Smoking Boosts Weight by 21 Pounds."

I clicked through and read the article and it's a report on the results of a recent study. Although it has long been known that most people gain weight after they quit smoking, the assumption was that the weight gain was around 10-15 pounds, and this new research shows that it's closer to 21 pounds.

So even 21 pounds is lot to pack on for most people. I don't think you want to gain so much weight when you stop smoking. When you see a news report like this, your brain should instantly fire up. There's definitely an information product idea lurking here.

What if you could put together an ebook that helps prevent smoking cessation-related weight gain?

The data's got to be out there somewhere. You could even interview a local expert or doctor in your own town to compile the tips. An information product that helps prevent weight gain due to smoking cessation...this is a great idea.

Again, using Yahoo news allows you to come up with product ideas very very quickly.

### **Google Videos, etc**

If you decide you want to create a video product but are unsure how to present the information, you could get some ideas from:

Google videos - <http://www.video.google.com>

You Tube – <http://www.youtube.com>

iFilm – <http://www.ifilm.com>

These are just some of the top free video distribution sites online today. Many of the viral videos your friends forward to you start their journey getting passed around on these sites.

The really neat thing is that most of these sites have converted videos into Flash .swf files that stream right into your browser, so there's no file downloading or waiting. As far as the content, you'll find that the videos at these sites are a real mix. There are wacky, crazy videos, music videos, and even short documentaries.

You can also run searches on your key phrases to see what comes up, as the videos are 'tagged' with descriptive keywords. So looking at videos in Google videos or You Tube could give you very very good ideas for your products.

### **Google groups/forums**

Groups and forums are basically a goldmine for product ideas. Let me share a few very powerful tips related to this. Always go to where your market hangs out.

Whether you're researching or advertising, you've got to put yourself in front of your audience. There's no better way to do that than to find their 'hiding places.'

Groups and forums are a wealth of information because they're the places where your market hangs out, where they come to talk, ask questions, or just basically communicate.

The thing is, when you go into forums, review about the last three months' worth of trends to find out:

- *What kind of topics come up repeatedly?*
- *What kind of questions people are asking?*
- *Do you see any desires expressed for certain solutions? Like "I wish I could find something..." or "Why hasn't someone come out with a way to create..." for example.*

Once you've located a good handful of forums that are active and seem to have a lot of discussion, join these forums and participate in these forums and you start asking questions and basically get into your target market hang-out.

What you want to do is create a solution for the forum visitors who are looking for solutions instead of problems.

### **ClickBank Marketplace**

The ClickBank marketplace is a treasure map for information product ideas. Go to <http://www.ClickBank.com> and go through their catalogue and you'll notice that it's broken up by categories such as Business to Business, Health and Fitness, and Computing.

When you click on any of these links, you'll find these categories are broken down even further.

For example, if you click on Business to Business you'll see a general top 10 listing of products in these categories. You'll also have the option to dig further through Education, Management, Publishing, New Products, etc.

In the same way, when you look at these websites within the ClickBank market place, it's a perfect place for you to get ideas because I use this tactic all the time. ClickBank is one of the biggest market place for business information products in the world.

The catalogue at ClickBank market place actually lists products that are hot sellers and best sellers according to their sales. So if you go over to ClickBank market place and look at the top 10, you'll know these are all best sellers.

What can this tell you about creating your own information products within your market in terms of the profit aspect and the kinds of products that you can create, based on the ideas you generate from them? ClickBank market place is a great resource.

At this point, are there any comments or questions that you'd like to ask? Please feel free to unmute yourself and ask anything. If not, I'll just continue on.

What I gave you earlier was a lot of different strategies you can use to find best-selling product ideas. Right now I'm going to go into the next part, which will teach you how to create your product in 24 hours or less.

## **Part #4: 24-Hour Product Creation Secrets!**

While it sounds like a mighty tall order, it can be done. There's a method to this. In order to create a quality product in a certain amount of time, there are two goals you need to focus on.

- 1. Create short but powerful and value packed information.**
- 2. Create easy packaging with an emphasis on high perceived value.**

What this means is you'll want to get the content for your information product in very tight chunks, as in...

- Main product content
- Content for the back and mid-end
- Content for the bonuses

The bulk of your work will involve reviewing the content and splitting it up quickly into the components involved in your offer.

This may require sticking with just one product format, or it may mean using multiple formats. For example, a video product as the main package, with e-books to fill up the back end and bonuses.

Let's move right into the product formats available to you and discuss the merits of each in terms of creating your products fast.

### **Audio interviews**

Audio interviews are great because they can be done very quickly. There are two approaches for audio interviews:

1. Have someone interview you
2. Locate an expert and interview them

All you have to do is record the interview and put the audio files into mp3 format.

This is an instant product. Get it transcribed and you have an audio interview with pdf transcript. Add in a couple bonuses and you could have a home-study course instantly.

### **Podcasting**

Podcasting requires some technical expertise, so use this only if you can set things up quickly and if you're more technically trained.

## Ewen Chia's "Instant Bestsellers Tele-Coaching Program"

Podcasts are basically the same thing as a streaming audio, but it's delivered via a feed, similar to the way your blog updates can be delivered via RSS. The customer downloads your podcast to their mp3 player.

There's extra perceived value here and it's also a way to buy yourself a little extra time. Let's say you need a couple more days to fill out your product and create some extra products to go along with it.

What you'd do in this case is package your product as a subscription. In other words, you'd set up a website and have people pay to be on your podcasting feed. You start getting advance sales on this before your first podcast even goes out.

Instead of one-time payments, you could also develop a recurring income with this that's super easy to maintain. Just keep creating new audio products via the interview or podcast methods, and you could have a subscription website.

### **Video tutorials**

Video tutorials can be put together in a couple of different ways. Let's say that your tutorial involves showing people how to do market research online, or how to use a program like Photoshop.

You can use screen capture software, where you capture every screen as you walk people through the process step-by-step. The software that most everyone uses is called Camtasia Studio and you can find it at <http://www.CamtasiaStudio.com>.

The other way to create tutorials is to use your own web cam or hand-held video camera. This method is fast if you're experienced with this sort of thing, or you have a video-savvy friend who can help you out.

The only caveat I would attach to this is if you're concerned about production quality, and if you don't think you could put together a good product quickly, then you need to choose another format for your product.

This really becomes a concern only when you're creating products which can't be demonstrated on your desk top.

For example, if you're going to create a tutorial showing people how to do a golf swing or how to do yoga, you'll have a lot more work involved, as opposed to just using Camtasia to create tutorial videos.

## Software

Software is the next kind of product you can create. You can have something created very quickly by freelance coders over at places like:

- <http://www.Elance.com>
- <http://www.RentACoder.com>
- <http://www.ScriptLance.com>

Go to freelance coder sites like these and you could get software created very very quickly. In order to get this quick software out, it needs to be relatively simple to program.

In fact, it would be best if your software was just some kind of script in PHP or javascript. These are the kinds of software products that you can whip up in an afternoon with a good coder.

## Resale Rights and Private Label Rights

Let's talk about the difference between these two.

Resale rights grant you the right to re-sell a product. However, they do not allow you to present the product as your own. In other words, the originator retains authorship.

Private Label Rights, on the other hand, allows you to sell a product as if you wrote it yourself. You get a raw product and you basically slap your name on it.

Resale rights products are by far the fastest information products to get going from a sales perspective because essentially all the work has already been done for you.

If you're thinking along the lines of using resale rights or private label rights, and if the rights allow you to do, you'll want to find multiple products within a given niche and create a package out of these products.

So you can create a themed package, as opposed to just selling a single ebook.

Having multiple products within this niche, that has resale rights and private label rights, will also allow you to have plenty of material for the back-end and the bonuses. So create a themed package.

I can't recommend one place to go to get resale rights or private label rights right now because there's just too many sites out there, especially if you're in the internet marketing niche. You'll find a lot of these products.

## Short Reports and White Papers

Another kind of product to create fast would be short reports or white papers. Your information product doesn't have to be a 900-page novel. People have made hundreds of thousands of dollars on short reports...sometimes no longer than 10 pages. You'd be surprised!

Your report can be your main product or it can be a lead generator. Let's say you create a 12-page report and sell it for \$12. There won't be a ton of profit at first, but you'll build a database of existing customers to market to again and again when you come up with an even bigger and better product in the future.

So create short reports as a lead generator to build a customer base. This is such a golden technique that I think sometimes it gets lost. You can really focus on building a customer list, and a way to do that would be to create short information reports, price it really really low, and build up your list of customers in the process.

This is something I used for one of my most successful websites, <http://www.SecretAffiliateWeapon.com>. This is essentially a very low-priced product and lead generator that allows me to build a huge customer list over and over again, so you can be sure it works.

What is a white paper and how does it differ from a report? Actually, for our purposes here it doesn't really differ so much. Using the term 'white paper' can add perceived value to the product.

However, if you look at some of the traditional definitions of the term 'white paper,' you also get product focus & packaging ideas. The definition I found online that I think fits best is: A white paper is a short treatise whose purpose is to educate industry customers.

This could prove really useful if you're targeting 'new entry' customers for a market...for example, new parents, first-time car buyers, freshmen college students, recent graduates of professional schools, new real estate investors, etc. You could simply create a white paper for them.

Now, I hate to put it this way, but it's kind of an opportunity for you to get off easy, with white papers and reports. It's so simple to put together the basic package when your goal is to educate someone new to a given subject.

## Joint venture product creation

Again, this is another fast method of creating a product, and often can be a very very fast method. The way you do this is you create products with a joint venture partner.

## Ewen Chia's "Instant Bestsellers Tele-Coaching Program"

When you were doing your market research earlier, you should also make a list of some people that you can partner up with.

A good example of when to use this and how to use this is if you've got specialized knowledge but you aren't too good at the technical aspects of creating ebooks, videos, etc.

So you could find a joint venture partner who is good at technical knowledge, team up with them, and share your knowledge with them and create a product through a joint venture. Then you can both promote the product together and share the profits.

Again, it's easy to set up for a joint venture product creation. You can do it by doing interviews or teleseminars. Set up a co-registration event and:

- Have your JV partner interview you
- You can interview your JV partner

It's really as easy as this. Record the event and wrap it up into an audio product or e-book transcript. The possibilities are huge!

### **Themed collection**

I talked earlier about themed collections, but let's go into more detail here. Let's say you gathered up a lot of resale rights content or products for your market, and you package it up into a themed collection.

You could sell this themed collection as a 'one off' or you can drip it out slowly. For example, maybe you came across '1000 Low-fat Chocolate Dessert Recipes.' This would be way too much for one product, so you could produce volumes:

- *100 Low-Fat Chocolate Desserts, Volume 1*
- *100 Low-Fat Chocolate Desserts, Volume 2..and so on*

This will give you tons of different products. You could release one as the other one was sold.

Other kinds of themed collections could be:

- Basic, Intermediate, and Advanced
- Retro, Current, and Future
- Kids, Teens, and Adults
- Level 1, Level 2, Level 3
- Amateurs vs Professionals
- Students vs Teachers

These are just a few quick examples of what you could do.

**E-classes, Teleseminars, Webinars, etc.**

Next, you could create something like what I'm doing right now using teleseminars, tele-coaching, e-classes, etc.

This is a really quick way of doing this, because all you have to do is have the content in place or know what you're going to talk about and get on the call and talk.

When you're using this format, sometimes the information you're going to provide to your market may be complex. Sometimes you need to deliver information interactively or 'real time,' as we're doing now.

When you want to do e-classes and teleseminars, or even webinars, it's a very quick way of creating a product.

You can package it as a teleseminar and give home work or a workbook to complete, and you set up different types of teleseminars across the weeks.

Many times when you're using teleseminars, e-classes, or subscription websites, like I was referring to earlier, you can get paid for your product first even without having to create a product in advance.

For example, if you were to market a live teleseminar, you market it, you sell it, you collect the profits, but essentially the teleseminar has not even happened yet. It's going to happen at a later date.

These kinds of products are really really easy to create and it's one of my personal favorites. I think you guys should really use this because it's a very very quick way of creating a product instantly without having to create it first.

What you can do with a teleseminar like this would be to have it recorded and get it transcribed. I could basically turn it into a home study course very very quickly.

Another example of a place you could look for example is [www.ScienceOfGettingRich.net](http://www.ScienceOfGettingRich.net) or [www.RichDreams.com](http://www.RichDreams.com).

These two sites focus on prosperity coaching. It's a complex subject and many of the people have questions on the material even after reading through it several times, so these merchants have solved the problem and created tons of extra profit centers by offering e-courses and teleseminars.

## Ewen Chia's "Instant Bestsellers Tele-Coaching Program"

The Rich Dreams folks in particular are very savvy at this. They've broken down the material into several levels and they turn most every teleseminar into a new e-book or CD product.

Part of what they've done is using the themed collection model, which I earlier described. The basic introduction of Rich Dreams is an e-book: "I'm Rich Beyond My Wildest Dreams."

After customers actually get this, they have the opportunity to expand their learning through two different e-courses: Quantum Selling and Quantum Marketing. And Rich Dreams is charging a premium for these e-classes, roughly I think \$1500 for a 6-week course. This is huge!

So e-classes, teleseminars, webinars, tele-coaching, etc. are great ways to create a product fast and profit from a product.

### **Membership Sites**

Lastly, membership sites, which I mentioned earlier. I like to call membership sites the "create as you go along" kind of product because while membership sites give you recurring income, you can deliver the product as you go along.

You can roll out your first information product right away, then create more products and add more value as you go along. This is really a time-tested packaging model. Customers love the sense of 'abundance' they get from a membership site.

You could just have a membership site with one single report, or a single audio and gear up on it as you go along, while collecting recurring fees. This is very very powerful.

### **Paid blog membership**

An example of creating a membership site instantly that you can use would be to create a paid blog membership. This basically allows you to create a blog which is paid. Contrary to popular belief, although most blogs are free, what's stopping you from creating a paid blog?

Just by combining the podcasting idea we discussed earlier, you could create this, or you could create it using a resource such as <http://www.Hipcast.com>.

Hipcast lets you record and publish audio, video, and more, and then post it automatically to your blog.

There aren't any out of the box solutions for paid blogs right now, but what you can do is this:

## Ewen Chia's "Instant Bestsellers Tele-Coaching Program"

1. Use your blog platform to lock content away behind a registered members' area.
2. Charge for registration and send the user name and password after payment is received.

A script you could use for this is Lock Area Lite, <http://www.locked-area.com>.

Ok, any comments or anything you'd like to ask?

**Caller:** Yeah, Ewen, you just mentioned about that site that you can do the recording. Can you mention that site again, with the video and the audio?

**Ewen:** Oh, Hipcast?

**Caller:** Yeah, can you pronounce that again? What is it?

**Ewen:** Yeah, it's Hipcast.com. The URL is at [www.Hipcast.com](http://www.Hipcast.com). Basically they used to be Audioblog.com, but they changed their name. You can still access their site through Audioblog.com.

Basically, this is a platform that allows you to record audio and video and other kind of multi-media format, and allows you to record from there to a software and you can publish automatically to your blog using this.

Alright, let's move on to the next part...

## **Part #5: Product Packaging Secrets for More Profits (The Art of Perceived Value)**

Perceived value is something wealthy marketers know about.

It's one of our 'little tricks' that leave people scratching their heads and saying "How did you get people to pay you \$97 for a simple e-book?"

You see, the person who doesn't understand perceived value is looking in the wrong direction. The product offer is never just a book or just a piece of software. Remember this – the value is in the information.

The value is in the perception of high Return on Investment.

The customer who pays for your book doesn't care how the information is presented. They just want access to that information right away because they see it as highly valuable.

The only way 'format' really has any influence is through toying with people's pre-conceived notions about offline costs.

For example, when you add audio and video to a package, the perceived value jumps even more because the average person still has the idea that CDs and videos can be priced upwards of \$30 or more offline.

That said, let's take a look at some packaging tricks that will help you increase the value of your product in your customer's eyes.

### **Module System**

One of the most popular methods that I personally use is something called the Modular System.

The Modular System is often used in home-study courses. Modules themselves are just ways of putting information together into tightly-focused categories for the purpose of structured learning.

While similar to regular book chapters, modules are really beefier and more along the lines of college textbook chapters or even the components of a complex computer program.

Let me give you an example of a module system for a fictional product. We'll use a weight loss product program as our example. It could be –

## **The 10-Day Crash Diet**

### **Module 1: Preparing Your Mind and Body**

Part A  
Part B  
Part C

...and so on.

After that you could have –

### **Module 2: How to Prepare Crash Diets on the Go**

Module 3: ...

Etc, etc.

Doing this, you could have a rather large information product and you could even end up with 10 or 20 modules or more.

If you look at some information products, you'll see they use the module system quite often.

I've been using the module system for a long time and it's a great great way of giving the product high perceived value and adding bulk to your product.

Let's say you have an e-book written by a ghost writer. This is a trick for you if you've been buying a lot of resale rights and private label products and you don't know what to do with it. You break up that e-book into modules.

So break up the e-books.

Say you have a 100-page e-book on traffic generation. You can break up that e-book into different components, or different modules, and have it called:

- Component 1: Introduction to Traffic Generation
- Component 2: Short-Term Traffic Generation
- Component 3: Long-Term Traffic Generation

...and so on and so on.

What you want to do is you create different product graphics for each of the different components. If there's just a single e-book, you have essentially created a home-study course just by breaking up the same product into different components or modules.

## Ewen Chia's "Instant Bestsellers Tele-Coaching Program"

This is really a very very good way of increasing the perceived value of the product. You could even split up the product and use some of the different parts as bonuses. Bonuses are for your main offers.

A very recent example of this is a product I have called "Web Advertising Secrets" at <http://www.WebAdvertisingSecrets.com>. I haven't launched the product officially yet, but I split up an e-book into three different volumes. If you've seen the product, you know I have Volume 1, Volume 2, and Volume 3, but it's essentially the same product and I've just broken up the components. And by doing that, I call it a home-study course.

So its perceived value is very different as compared to you just marketing a single e-book and now you're marketing a home-study course comprised of various components. I hope everybody gets this point. It's really a great great tactic to use for information products.

### **Add different mediums (text + audio + video)**

You could also add in different mediums to your modules and components. You could have text, audio, and video.

For example, I'm doing a tele-coaching session here. What am I going to do with this tele-coaching audio after I create it? As I said earlier, I'm recording it and I'll get it transcribed.

So I could have the audio as one module and have the transcript as another module. This gives bulk to the package.

Or I could simply break up this tele-coaching audio into different sections. Remember I told you that I'm covering different parts within this program, so I could break it up into different sections and have a huge huge home-study course on product creation just by doing that, instead of one audio, instead of one transcript. Remember perceived value!

People sometimes don't have a general idea of how things are supposed to cost. They don't have to know how cheap it is for your content, especially when you're online. So this works for your advantage.

If you were to go to a bookstore and buy a book, a CD, or a video, it could cost you as much as \$19.95 for a book or \$15.99 for the CD, and the video could be more than \$30. You have paid more than \$60.

If you were to go online and you find "Ultimate Real Estate Investing Package," which consists of one main e-book, 3 bonus e-books, 4 video tutorials and 2 audio interviews...it's huge! It'd be easier to charge more than \$60 for it, and you could even realistically charge up to \$197 or more for this.

## Ewen Chia's "Instant Bestsellers Tele-Coaching Program"

The reason why is because all these products, if purchased online, would cost you \$130 easily.

So when you increase the perceived value, you can price it that much higher. So perceived value is really very important.

### **Graphics**

Another thing that I mentioned earlier is the graphics. Graphics go a long way in increasing perceived value, and it can inspire more confidence in your customers about your product.

People love product images and screenshots.

Graphics not only make your sales letter more professional looking, it gives people a visual taste of your product. This is important, so let this sink in...to give people a visual taste of your product.

Remember that your customers, when they're online, they have no way of touching your product before they download it. People do use their physical senses of touch, taste, sight and sound when they're going to make a purchase.

So you don't want to just be the purveyor of an invisible mystery product, which they don't know whether it's good or not, and hiding behind a high-priced package.

Whenever you can, try to increase the visual appeal of the product by using:

- Screenshots
- E-book covers
- Box covers
- Before and after photos
- Photos on testimonials
- Income proof
- Examples

These will make a huge impact on your sales copy and in the sales of your information product.

### **Bonuses**

Another thing I want to add on to increase the perceived value are bonuses. Bonuses, as you probably know, are very common today in the information product industry. There's hardly a product out there that doesn't come with a couple of bonuses with them.

## Ewen Chia's "Instant Bestsellers Tele-Coaching Program"

The perceived value equation here rests on the idea of over-delivering. It's about giving the customer more for his money.

It may not cost you anything more to create these bonuses, but to your customers they think they're getting a good value and getting a 2-for-1 special, for example.

You can also think of this a lot like buying a new car or a new computer. Whenever people buy such items with high price tags, there's a bit of anxiety going on and there's going to be potential buyer's remorse too.

That's why merchants offer free accessories with such purchases. It's kind of like follow-up therapy. You buy a computer and you're going to get some free software and a mouse pad, or you buy a fancy mountain bike and the bike shop will probably throw in a free helmet, free padded gloves, and a security lock.

Make sense?

Adding relevant bonuses and valuable bonuses will always raise the perceived value. You need to explicitly lay out this value to your customer in your sales copy.

You need to tell them what this bonus would normally cost if bought separately.

One of the ways you do this is by listing the bonuses accordingly, for example:

- Bonus 1: This is a \$67 value
- Bonus 2: This is a \$97 value
- Bonus 3: This is a \$127 value

So the total bonus value that you get from the package will be a couple hundred dollars, and it adds perceived value to the product again.

Remember to make sure that your bonuses are relevant and complementary to the product. Each of the bonuses should fit in with the theme of the main product.

I couldn't highlight this more, but when I go searching online or when I visit other internet marketers' offers, sometimes I see the way they throw bonuses together.

Some of the bonuses are completely unrelated to the product and they just throw in bonuses, whatever they can find, and basically it could destroy the product offer.

The use of bonuses is a two-edged sword. Be very careful with your use of bonuses. Do not use cheap, low-quality, or unrelated bonuses to your offer. You

## Ewen Chia's "Instant Bestsellers Tele-Coaching Program"

have to focus on good, high perceived value bonuses that are related and complementary to your product. This is the way to go.

Another way to increase the perceived value would be...or a way to make things easier for you...and this isn't something I've seen or heard any other marketers talk about, and this is creating the back-end first and breaking up one of the back-end products.

The end products are basically follow-up products which you offer to existing customers. Most of the time, the back end is where additional sales and profits can be made.

It works something like this:

1. Customer purchases the main product.
2. You follow up on the thank-you page or via autoresponder, with an offer for additional related products.

You don't have to limit yourself to the back end. You may also want to break your products up for mid-level or one-time offers or upgrade offers. Upgrade offers provide a way for you to raise the price tag without extra work on the sales letter.

You get your customer convinced on the value of your front-end product, and when he goes to order you present him with an option to tack on another product for an extra fee.

The customer is already in the process of buying. There's a good chance he'll go ahead with this. People often think this way, "Well, if I'm already spending \$50, what's an extra \$20 to me if it can help me further?"

When you're putting your information product together, get enough content so that you can break it up into pieces. Break it up for each of your objectives.

When you're creating an information product and this ties in very well with the module system and the component system I spoke about earlier, you want to create the complete product first.

Your content product could function as a back-end by itself. You split up this product and stick a portion of this core product to act as a front-end, as a lead generator.

This cuts down your work and effort by a lot. It's a cool strategy, so you should use it.

## **Part #6: Making 5 Figures With Your Info Product!**

I hope you got a lot of information and content off the previous information, but I think this next part is going to be really exciting because I'm going to tell you how, after you create your information product, you can make five figures with your product. This is really the highlight of the call!

The reason why I say this is because many people can create information products. Many people can create tons of products, but not many people know how to generate an income with their products, a consistent five-figure income with that information product.

The first thing we need to do is have a good foundation first. If you're going to make good profits with your information product, you need to have a solid foundation in place.

### **FOUNDATION**

#### **Set up your product funnel correctly**

This will take you the most time. Don't launch until your product funnel is set up correctly.

The rule to making five figures with your info product is very easy. Have a plan and set it up so you have a good foundation, so after you launch the product it's proven to sell.

What is a product funnel? It may look like this:

- *The front-end product (your main level product)*
- *Your upgrade offers or one-time offers*
- *Back-end products (related offers or even affiliate products)*

So set this up first. Why? Because it's all about timing and organization. Let's say you intend to have a one-time offer on the mid-level.

However, you're in a hurry and you decide to launch without putting this into place.

So you launch your product first without the one-time offer, and you tell yourself, "Well, I'll do it later." I can tell you that later never comes! Can you imagine how much profit you would have lost by putting this off?

## Ewen Chia's "Instant Bestsellers Tele-Coaching Program"

You may even have to mess with your sales letter and your product funnel later on, and your shopping cart payment processes later, once you get around to this.

If you had your one-time offer in place, you could make hundreds of dollars more for existing customers as opposed to throwing profits away. So it's very important to put your structure in place first.

These are the kinds of things you need to get out of the way from the start. If you save it all for later, you'll risk not only interrupting your current sales process, but also having your new offer fall flat.

Everything needs to be there when the customer purchases, because when the customer is in a buying mode and paying attention, and when he's excited about making his purchase, this is the time where you should squeeze maximum profits from the customer.

If you wait too long or if you goof it up, I can tell you you'll lose a lot of money in the process. So set up your sales and product funnel before you launch and you'll be ready to set sail.

### **Sales Letter**

Another factor of making very good profits with your product would be a strong sales letter. I said it earlier in the call, but I want to highlight this again. You need a strong sales letter. If you aren't good at writing sales letters, you can get someone to do it.

For example, John at InternetRenegade.com, he does good copy. You could hire him to do it, or you can find copywriters on freelance sites such as <http://www.ELance.com> or <http://www.RentACoder.com>, or you could basically get a favor from a friend who's a good copywriter or even learn copywriting yourself.

The thing is, you need a good strong sales letter for your products. You can also try to copy elements from sales letters you've read that made you want to buy, so swipe other people's sales letters.

Study them and try to pinpoint how the author uses things like pacing, tone and style to draw your attention to where he desires to draw it.

Make sure your sales letter has all these components of solid copywriting in place:

1. Killer headline
2. Focus on benefits over features

## Ewen Chia's "Instant Bestsellers Tele-Coaching Program"

3. Talks to the target market and answers the questions of their needs and wants
4. Good graphics
5. Is focused on the customer (meaning the word **you** appears more than the word **I**)
6. Packed with relevant bonuses
7. Power closing offer and guarantee

Copywriting is a huge huge study and topic and I can't go into much detail here.

Pay attention to your sales letter! Once you have that done, make sure you run it through a spell check and get other people to look at it to get their opinions.

Feedback is very important in your sales letter, so get friends or your JV partners to critique the letter as necessary.

### **Adding extra profit streams in the back-end with affiliate products**

This is really crucial for you in making five figures a month. The back-end of the sales funnel is an exciting place. It provides you with the perfect opportunity to rake in more profits without lifting a finger, literally.

For example, let's say you're selling an ebook on how to improve conversion in pay per click campaigns. The customer buys and then on the thank-you page you tell him about a related product, like the latest keyword research tool.

You've got a text link or graphic link to the product, embedded with your affiliate link, of course. The customer clicks through, buys the keyword research tool, and you've made a commission off the back end just like that.

Let's say your product was priced at \$67 and the commission for the back-end product is \$47.

Technically, you've just earned \$114 on the same customer instead of just \$67, or it could be the back-end affiliate product actually gives you a commission of more than \$67, like a product that gives you a commission as high as \$200-300. That would be an ideal back-end.

You don't even have to create that back end yourself. Just find related affiliate products that you can market to that has the same customers for your back end.

Even if you're short on back-end products or affiliate opportunities for some reason, don't despair because there's a good chance your market has AdWords advertisers out there who are letting their campaigns run on site-specific display, in addition to search specific displays.

These site-specific displays are what's called Google AdSense. Other people's AdWords ads can run on your site, based on your site content and specific keywords.

If you're selling a cookbook or something, you can have your back-end pages coded up to display AdSense advertisements related to cooking or cookbooks.

So when one of your customers clicks on one of these advertisements or AdSense ads, you earn a portion of the cost per click that Google's charging the advertiser. It's a very cool way of making some additional profits in your back end.

Back-end profits may not necessarily be higher than your front-end profit, but that's why it's called back-end profits, because it's additional profits that you make in the back-end.

These are just some of many creative ways that you can use to fill out your back end. Play around and come up with ideas that are creative. Anything you gain from this is just gravy!

### **Create a goal and daily promotional plan**

This is something that is sorely lacking in a lot of well-meaning internet and information marketers out there. You have to create a goal and a daily promotional plan.

The sad fact is that if you don't market your product, you're not going to make any sales.

There's a very popular phrase that goes "You're in the business of marketing your business. You're not actually in the business of selling your product. You're in the business of marketing your product, your business."

Creating a daily promotional plan and having a goal will really help you out. You need to have a list of marketing tasks you can refer to and do every day.

Write down everything you need to get done.

It's important that you write this down and put it somewhere you can refer to. Get it out of your head and onto paper and into action. This clears up your mind and allows you to focus on what you have to do.

After you've written up your tasks, you have to connect each task with an intended purpose or anticipated result. Try to describe briefly the intended successful outcome of the task that you've just listed.

## Ewen Chia's "Instant Bestsellers Tele-Coaching Program"

For instance, a daily plan could be:

9:00 a.m. – Focus on building free traffic

- a. Submit press release
- b. Submit article
- c. Finish working out details of JV

11:00 a.m. – Get ready for PPC campaign

- a. Sort through my key phrases
- b. Write my advertisements
- c. Log into AdWords and start entering information

If you find yourself getting bogged down with a lot of 'what if's' and vague feelings about these tasks, then do this:

- Make sure you get it out of your head by writing it down
- Ask yourself 'Is this actionable right now? Yes or no?'
- If no, then toss it off and move on

Put these tips into place and you'll find that you actually get something done in your marketing every single day.

Even for things like traffic generation, creating a traffic generation plan will help you tons. If you don't do this, you won't do anything. You won't market your product and bring traffic to your site.

You need to have a plan in place that you focus on. You have to be consistent and committed to working your plan, because this is the only way you're going to get results.

Many times, an information product which could be a huge income generator for you, or a huge best seller, is left dying even before it starts because the owner doesn't take on the responsibility of marketing it. This is a very important piece that I hope you apply.

You have to be committed, consistent, and you have to have a plan in place to market your information product. Consistency and commitment are crucial.

I know this sounds obvious, but do you really know why this is very crucial? Let me tell you what I've seen happen in the past.

Sometimes an aspiring newbie comes up with a great idea and creates a killer information product. However, they didn't sit down for any goal planning or did not lay out a definite strategy for marketing the product.

## Ewen Chia's "Instant Bestsellers Tele-Coaching Program"

The product gets launched, but one thing isn't quite right or quite finished. So the product gets pulled back while they work on the other piece that they forgot about, and the product never really gets off the ground. Motivation is lost in the process.

We're all human and we all try to work hard to bring results in. If there's any loss of focus or any loss of motivation in the process, then we won't get the kind of success that we want.

You see, you can't just toss up your sales page and send out one or two ads and expect the money to start rolling in consistently. Promotion and marketing require consistent effort. You've got to build up your effort every single day and allow your efforts to leverage with one another.

This may mean watching over your pay per click campaigns and tweaking them on a consistent basis. It may mean continuously writing articles and submitting them to article directories, or looking up new ezines, websites or blogs which offer targeted advertising.

It may mean creating new content for your current subscribers, to keep your list interested and responsive.

It means having a plan to do what you need to do. Stay focused and committed to this. You've already come this far and worked this hard on your product, so it would be a waste to do things any other way.

### **Focus on leveraging all your traffic**

Another tactic to ensure that you have a profitable product would be to focus on leveraging on all your traffic, traffic leverage.

Whether it's paid or free traffic, it's still traffic; it's still a gold mine for you. It's the steam that runs the engine of your business and information product website.

Leveraging your traffic means getting a 'feedback' loop going on so that any given visitor to one part of your sales process can be channeled toward another part of your funnel.

This could mean channeling your visitors into an opt-in form, to another sales page, a back-end offer, or even one of your other product sites. The point is that once you've grabbed your visitor, you do everything possible to not let him go.

The primary ways of doing this are:

1. Send all your traffic to your lead capture page first, or what my friend, Jonathan Mizel, has termed the 'name squeeze page.' Send all your traffic

## Ewen Chia's "Instant Bestsellers Tele-Coaching Program"

to your name squeeze page first so that you capture the lead for follow-up and for back-end sales and product sales.

2. You want to make sure that both your name squeeze page and your sales page have exit pop-ups.

Your visitor is either going to subscribe, buy, or leave. If he buys and subscribes, you've nabbed him. If he tries to leave, though, you need a way to grab his attention one more time. An exit pop-up will allow you to do this.

Let's say he sees your lead capture page but decides he doesn't want to subscribe. This is bad because now he could walk away for good and never see your sales page again.

What do you do?

Have your sales page come up in an exit pop-up when he clicks away.

The same principle applies to your sales page. Your visitor decides he's not interested for some reason and tries to leave.

You hit him with a pop-up on your sales page that's got a special offer or a time-sensitive one-time offer, so you catch his attention one more time and you've got a second chance to squeeze profits out of your visitor.

Remember all your traffic represents an expenditure of either time or money. It's sweat and equity that you've put in, so you've got to leverage all your traffic.

Otherwise, you end up having to double your efforts, when if you had just used a pop-up or some other traffic funnel strategy, you could have re-doubled your existing profits.

### **Email Marketing Profits: build list and follow up effectively**

As I've said many times before, you've got to focus on building your list. This is so important.

In fact, it's more important than getting visitors to your sales letter. List building is more important than getting visitors to your sales letter.

A sales letter on its own is like a buoy floating on the high seas. It just floats there as the water (traffic) flows around it and goes away.

Your list, though, your own opt-in list is like a beacon guiding your visitors back again and again to your offer. When your visitors subscribe to your list, there's no way they can lose sight of you, your product, or your sales page.

## Ewen Chia's "Instant Bestsellers Tele-Coaching Program"

When you've captured your visitors first to your list, and you follow up successfully with them, you will make a lot of money with your product.

Again, to use a maritime metaphor here, failure to follow up with your leads is like leaving all of your ships just sitting in port with no chance of sailing out at all.

Your follow-up is there for a reason:

- Build trust and credibility with your subscribers. This will make the sale easier for you.
- Educate them about the market and about your product.
- Soft-sell them on your product.
- Sending them to your sales page as many times as you can in order to close the sale.

You want to repeat your sales page and offer to get as many sales as you can. The only way to do that is through capturing your visitors, creating an opt-in list, and following up with them.

You have to remember that most times prospects don't buy on the first visit. While it can take up to seven times for a prospect to be exposed to your offer before he buys, as long as you follow up with them they will buy during the second and third time around.

You've got to follow up with them and make sure you capture them. Your list will be a lifetime gold mine for you.

### **PROMOTION**

So how can you effectively make a profit from your product consistently and build up a high five-figure income from it?

#### **Start an affiliate program**

One of the best ways is to leverage other people, and by this I mean you start an affiliate program for your products. All the stuff I've mentioned during this tele-coaching call is all based on personal experience.

These are not just pie-in-the-sky theories that I'm spitting out to you, but these are actual things that I've used in learning to generate a very very high income on the internet with information products.

One of the best ways that I've used this is to start an affiliate program and recruit affiliates to promote my products to be sold, in order for them to drive me some traffic and free profits, even if I'm not doing any work at all.

## Ewen Chia's "Instant Bestsellers Tele-Coaching Program"

Starting an affiliate program is work. You need to focus on setting up your affiliate program. It doesn't mean that you can just go to ClickBank.com, start a merchant account, get listed in the market place, and you can expect an army of affiliates to help you sell a product. It does involve work initially.

I mentioned to you before, the payment processor that I recommend, who can offer you an instant affiliate program, is Paydotcom at <http://www.PayDotCom.com>, as well as <http://www.ClickBank.com>.

Once you set up an account with either of these processors, you can begin an instant affiliate program for your product.

Once your product is ready to go, try to make a 'test purchase' and try to make sure everything is working well. You will go on to build your affiliates and start promoting your affiliate program. You have to promote your affiliate program too.

Some good places to start would be:

Associate Programs – <http://www.AssociatePrograms.com>

Affiliate Guide – <http://www.AffiliateGuide.com>

Affiliate Match – <http://www.AffiliateMatch.com>

### **Focus on turning both customers and prospects into your affiliates**

Another tactic would be to focus on turning both customers and prospects into your affiliates.

Affiliate marketing is very powerful and so important that you should really try to turn just about everyone who visits your site into an affiliate for you.

Turning your customers into affiliates is one of the best methods.

To do this, you would encourage your customers to sign up for your affiliate program immediately after you make the sale. This does two things:

- It allows them to profit from your product by becoming an affiliate
- It allows them to get more involved with your product

To be a good affiliate, you need to know the product first, so encourage them and allow them to market your product for you.

Make sure you set up an affiliate program for your product.

## **Focus on seeking joint ventures and getting super affiliates to market your product**

Again, when you were doing your earlier market research you probably found some sites that are leaders in your industry, so you want to encourage these people to be your joint venture partners.

The reason why is because most of the time, due to their position in the search engines and the industry, your potential joint venture partners have the resources you need, resources like traffic, subscribers, and contacts to other potential super affiliates and joint venture partners.

You should really contact them and work out a deal. Give them a higher commission percentage.

Offer them free product access or access to your list in exchange for their help, because this is going to multiply your efforts and your reach across the board.

You'll have even more traffic to your site and more eyeballs checking out your affiliate program.

In return, these joint venture visitors will turn into your own affiliates in the process. This is the way to grow your affiliate program fast...leverage!

## **Ezine advertising**

Let's talk a bit about ezine advertising. What you want to do is to locate ezines that are related to your market. Check the ad rates for various types of sponsored ads. How much does it cost for a solo mailing? How much is it for a sponsored ad? Choose your budget and use some ezine advertising.

Ezine advertising allows you the benefit of getting an indirect endorsement immediately.

Even though the ezine owner may or may not be promoting you directly in the ezine, when you buy a solo ad, their subscribers will still see your advertisement and visit your website, and this is indirect endorsement traffic. And endorsement traffic is one of the best kinds of traffic to get.

Check out ezines. Go to ezine directories. Try some ezines that are related to your marketplace and put some ads and drive the initial traffic to your info product site or affiliate page and build your list with ezine advertising when you're first beginning.

## Pay per click

A good targeted pay per click campaign will get you running immediately. Gather the most relevant key phrases you compiled during your research and run a Google AdWords campaign for each of them.

When you do this, don't just send the traffic to your sales page. Send it to your lead capture page, so you're leveraging your Google AdWords or other pay per click campaign.

Again, when you're dealing with pay per click campaigns, you want to check your keywords very closely and do a lot of tests and have a plan in place.

Products have been offered on the market place such as Google Cash, which basically is a concept where someone earns a full-time living on the internet just by placing ads for affiliate products. This shows that it works!

So having a pay per click campaign for your own products and for building your own list will work as well. This is one of the most proven ways to get targeted traffic into your sales funnel. Do not neglect this.

If you're just beginning with AdWords, I advise you not to go direct to Google AdWords or even to Yahoo search marketing, which was known as Overture previously. You'll want to go for smaller engines first. You want to test your offer first.

There are many other pay per click networks available and these often have lower pay per click advertising costs since they don't dominate the market. If you do it correctly, you'll get good traffic to test the conversion.

Some of these other pay per click engines and tools are:

<http://www.GoClick.com>

<http://www.7Search.com>

<http://www.Bidvertiser.com>

...or you can find a huge list, including reviews of pay per click engines, simply at <http://www.PayPerClickSearchEngines.com>.

Your pay per click campaigns should be highly targeted, as well as budget conscious. Make sure you keep your max CPC bids low and your daily spend budgets modest.

You don't need to break the bank to get more clicks. Instead, you want to focus on writing better advertisements and focus on increasing your click-throughs.

## Ewen Chia's "Instant Bestsellers Tele-Coaching Program"

This is especially important if you use Google AdWords. There are just two ways to get to the top spot with Google: pay the top price per click, or out-perform your competitors by getting more click-throughs.

What happens is that your ad will actually move up in position based on its performance relative to competing ads. So focus on writing better advertisements and getting better click-throughs.

For the most effective pay per click campaigns, especially if you're new, make sure that your campaigns are set for search specific listings. This means that your ad will only show when someone actually types your keyword into the search engine.

If you've got things set for 'content site specific' listings, your ads will run on AdSense sites, and the click-through rates on these sites is much lower and this will affect your ratio of click throughs vs impressions.

Google takes all this into account and will sometimes disable your ads if you're performing poorly. So make sure you're focused on this and you'll have a good campaign running.

So I'd just like to summarize what we've been talking about for the last 30 minutes or so, and that is getting your product off the ground and making a five-figure income with your info product.

Again, this may sound simple but obviously this works and it's very important. When you put all this into place, you won't have a problem making high profits with info products.

1. *First is the foundation, get your foundation in place.*
2. *You want to leverage all your traffic.*
3. *Build a bigger list.*
4. *Start an affiliate program and find joint venture partners.*
5. *Focus on turning both your customers and prospects into affiliates for you.*
6. *Do ezine advertising.*
7. *Pay per click advertising.*

Most important, with all this information, you've got to write it down into a workable plan, which you will then work on consistently and be committed to it.

With this, you will definitely get the results that you want.

## Conclusion

We've reached the end of this tele-coaching session, which has been going on for the past 2-1/2 hours. The information you have in your hands is very valuable and is all from my personal experience. It's been proven to work!

I've shown you a step-by-step method of how to target, produce, and sell your information product in record time.

Most importantly, the section on how to create best sellers is something you've got to know. With this in place, you can have an instant best seller on your hands!

Before I close out, I want to say that one of the biggest challenges facing any marketer is the speed with which he or she can come out with new products.

Sometimes it does pay to spend a longer time developing a really in-depth product, but it's far better to get your feet wet and get your empire rolling by creating your first products at lightning speed.

This allows you to build a name for yourself quickly. It also brings in profits that you can leverage towards the future when you want to create more products.

You've got the formula for product creation success and a formula for creating instant best-sellers in your hands. Put it into action!

You can refer to the transcript, which will be available, and apply the information that you have.

Thanks again for being on the call!

I'm opening up the lines to any questions now. So feel free to unmute yourself and ask me your questions...

**Caller:** This is Mark. With bonuses, to create perceived value, when does the point come...what criteria do you use when selecting your bonuses? Sometimes when the bonus gets too much it starts creating disbelief and doubt in the main product itself. So what criteria do you use in creating your bonus selections?

**Ewen:** This is a great question, Mark. Make sure that your bonuses, as I mentioned, are complementary to your main product. Don't allow your bonuses to over-shadow your main product. You have to remember that you want your customers to buy your product and not your bonuses in the first place.

## Ewen Chia's "Instant Bestsellers Tele-Coaching Program"

The bonuses are there mainly to complement the product and to help them along. So if you'll stick to this, it will help you. Bonuses can be as simple as a quick cheat sheet for your product, or things like a swipe file related to the main product.

It's not going to fulfill the promise of the main product, but it's going to complement and help them further, ok? I hope I answered your question correctly, Mark.

**Caller:** Yeah, you gave me some good ideas as far as a cheat sheet or a swipe file, rather than throwing a whole other product out there. More like some support materials.

**Ewen:** Correct. For example, if you were to have an e-book about keyword research, a good bonus would be a keyword research software that you could give your customers to also help their research. But the essential 'meat' and the knowledge is still contained within the main product. The bonuses are there only to help them out further. Any other questions?

**Caller:** This is Rhonda. I just have another quick question about bonuses. The bonuses that come with the product, those are free bonuses, even if the customer returns your product? They still keep the bonuses?

**Ewen:** Yes, Rhonda. Unfortunately, when it comes to information products, especially digital products, you can't get the product back from your customer after it's on their computer. So it's as good as free, even if they refund it.

**Caller:** I've had some marketers say, "I just ask that you delete it from your hard drive." But that sounds kind of silly, right?

**Ewen:** Yeah, it is silly because people know that it's not possible and I think this is something that you've got to live with, really. Any product you'll have a certain percentage of refunds. There are people out there who are serial refunders, people who buy a product just to plan to get a refund after purchase.

So this is just a part of life, or of your business. Just accept it with an open heart I guess. A refund rate of between 5-10% is very common for information products actually. You've got to be ready for this.

Alright, I'm going to take one last question, if anybody else has a last question for me?

## Ewen Chia's "Instant Bestsellers Tele-Coaching Program"

**Caller:** I just have a quick question.

**Ewen:** ....bonus secrets, right?

**Caller:** .....including our own....do you think that by putting those details...are we actually....the perceived value of our main product itself?

**Ewen:** Not really, especially if you're in the internet marketing niche. People are exposed to resale rights and private label rights within this niche. If you're going to use these products as your bonuses, it may have a negative impact on your offer because people see these products flying around too often. Adding in such common resale rights products to your offer could make people lose respect for you.

I say this because I think this is especially true within the internet marketing niche. If you were to do this in another market, then the problem wouldn't arise. But in terms of overshadowing your main offer, again you have to basically strategize the bonus itself. For example, if you have the main product as a home study course and you have one or two resale rights products as bonuses, related products, then your main product being a home study course with its bulk would not be overshadowed by your bonuses.

But again, as long as the bonuses are complementary to your product, then it's ok. Because as I mentioned earlier, some people will buy the product just for the bonuses, but I would dissuade people from piling on the bonuses just to get the sale, because then your main offer will lose its value, and you wouldn't want that to happen if you want your info product to be a consistent money maker for you. You'll be approaching JV partners and affiliates to market your product. You wouldn't want your main product to lose its value, ok?

It's been a good 2-1/2 hours and I hope you guys have gotten a lot of content, a lot of information, on creating your own instant best sellers from this tele-coaching program.

Thank you again. It's been a pleasure for me and I hope it's been a pleasure for you. I'll talk to you again soon. Good night!