

Secrets of Product Creation

This is a free ebook! You can give this ebook away freely, as long as you do not alter this ebook in any way, shape, or form, and it must remain in this original PDF form with no changes to any of the links contained within.

Copyright Notice: ©2008 Sean Mize. All rights reserved. Any unauthorized use, sharing, reproduction or distribution of these materials by any means, electronic, mechanical, or otherwise is strictly prohibited. No portion of these materials may be reproduced in any manner whatsoever, without the express written consent of the publisher. Published under the Copyright Laws of the Library of Congress Of The United States Of America, by:

Sean Mize

[Secrets of Internet Success](#)

I have recently written an ebook that teaches you step by step how to create a large online income.

Check it out here:

[Cash Flow Business Model](#)

Table of Contents

Secrets of Product Creation	1
Table of Contents	1
How to Create Your Own Product	2
What do you do when you run out of creativity?	3
Live Example of Product Creation	3
Using a Sales Funnel in Your Product Creation:	4
Some notes from Sean Mize	5

How to Create Your Own Product

Product creation is probably one of the most scary propositions online today. I think many people fail online because they are not willing to create their own product.

Sure, affiliate marketing is great, but you never have any control over the sales cycle, the sales process, or the payment stream.

With affiliate marketing, you are at the mercy of the affiliate program. If they pay, great. If they don't, then what? With your own product and a paypal account or click bank account, you are going to get paid if you produce something worth buying.

So your first step is to simply decide you are going to create your own product.

Where do you go from there?

- 1) Decide what your niche market needs.
- 2) Do the necessary research to produce what your niche market needs.
- 3) Write an outline of all the information you have about your niche market needs.
- 4) Arrange your outline into chapter ideas. Every full idea you have should become a chapter. Each chapter should have at least 3 sections: a) introduction, explanation, background, b) complete how-to-do-it steps and c) a list of resources and/or references for further information. Never assume you have given all the information; sometimes just hearing it in another voice is what's needed for some people.
- 5) Begin writing. This is probably the scariest exercise of all, especially if you have never written. Just do it. Carve out 2 hours a day for writing and just write. Sure, the first few days worth might be worthless, but who cares? You are learning a life long skill; it won't take you 4 years like your bachelors did, and this will pay better, if you get good at it.
- 6) Pull it all together, package it up nice, proofread it, upload it into a PDF, put a cover on it, and call it done.
- 7) Write a sales page. If you cannot write persuasive copy, buy a sales letter creator of some kind (there are several good ones on the market).
- 8) Put the sales letter on the web and drive traffic to it.
- 9) Start over with a new product. Don't let one product get stale before you create the next one.

What do you do when you run out of creativity?

When you are in the process of creating information products, the more you write, the easier it becomes. I can literally sit down some days and crank out 15,000 words – and when I first started, it was tough to do much more than a few thousand.

What is the difference? It just gets easier with time – not just in the creative department, but in the discipline department.

Another thing that really helps with writing content, even articles, is that you are creating words you can reuse in the future as the backbone to a book you might write.

What you do not realize at the time is that you are recording your ideas. You see, throughout the day, you have awesome ideas. Most of them you do not write down and when you do not write them down you lose them. This gives you more ammunition when you are writing.

When you go to write a new book or create a product, you do not have the ideas – you thought you knew a lot about the topic, but you cannot access it all in your mind. But when you write it all down as you think of it, in the form of articles, you can access it to put it in your new ebook or info product.

Live Example of Product Creation

This is an example of designing an ebook, taken from my notes:

I'm not doing any keyword research or any kind of research to come up with this off the top of my head, but my guess would be that natural health, especially over the next few years as people become more and more excited about organic products, as we see some of the big national chains, or smaller chains that are becoming bigger and bigger grocery stores chains that are specializing in organic products. I think that natural health is probably a great niche to be in. As traditional health care becomes more and more expensive, my guess is that natural health is a good niche.

I think that natural health and organic is definitely a trend. I know I eat healthier than I did 5 years ago, and I think that—that's a trend, and probably something of a worldwide trend. Let's assume that we're in natural health, and what are ten areas of natural health that you know something about?

If you can come up with ten or fifteen things that you know something about in your niche. So, I'm going to start with the very first one that you mentioned, was fitness. So now we've got, we're going to assume we had at least 10 of them. We just have this one. Now, do you know at least 10 things about fitness? Don't name them, but do you know at least ten things? So, I'm going to imagine that you have these ten things, okay? Now, about each one of those 10 things that you know about fitness, do you know ten things about each of those things?

Okay, you could come up with some twist or some edge that would really set you apart. Now, writing an e-book. Have you written a book before?

Writing an e-book can be as simple as writing out this list of ten things and then having ten things that belong in there, writing one article about each one of these 100 things, okay? The first set of ten things under fitness would be your chapters. Now remember, this can be 15 or 20. We're using ten to make it nice and easy. You have your ten chapters. So...give me three things you know about fitness. I want to make this real and tangible here. What are the first three areas of fitness that you know something about?

That's fine for this. We're just brainstorming. How about exercises, certain exercises? Now we've got equipment. So, your first chapter... I don't even want to say first chapter, but one of your chapters would be on equipment... one of your chapters would be on weight loss, one of them would be on exercises. Then you'd go through it and you'd have these ten other ideas, so you'd have your ten chapters.

Probably come up with 12 or 15. Then what you'd do is you'd have ten topics underneath this equipment. You'd have 10 topics underneath weight loss and you'd have 10 topics underneath exercises. You know, you may have more than that. Underneath exercises, you might write one article about each exercise. You might have 25 articles there. 25 different exercises. When you write this collection of articles, three or four hundred words apiece about each one of these little topics that you know, if you organize them in the same way that we're talking about right here, you're going to end up with a 150 to 200 page book. If you don't really just try to hold yourself to ten and ten.

Using a Sales Funnel in Your Product Creation:

Here is a list of suggested products that you can sell at the suggested price points (I am going to assume these are digital or informational products, because I like them and they are my specialty; you can obviously adapt this to physical products):

- 1) A free product -- a 10 page report on your topic
- 2) A \$10 - \$17 product. – a 10-20 page beginning ebook on your topic
- 3) A \$27 - \$47 product -- a 30-50 page intermediate ebook on your topic
- 4) A \$67 - \$97 product -- a 50-100 page advanced ebook on your topic
- 5) A \$297 - \$497 product -- a 200+ page advanced manual on your topic, possibly include a series of CDs or DVDs discussing and instructing on your topic
- 6) A \$997 product -- an intense complete users guide and super-manual (400+ pages) on your topic; include software, CDs or DVDs to increase value; consider making this a physical (rather than digitally- delivered) product that can be mailed.

7) A \$2995 product -- a two-day seminar on your topic; include user materials, workbooks, massive amounts of supporting materials

8) A \$5000+ product -- a 3-5 day hands – on conference on your topic – attendees of this should come away with a basically complete knowledge of the area of expertise which you are teaching on. They should be required to have read or used at least some of the other products in your sales funnel (they probably will have, by default, but just make sure) so that they have a foundational working knowledge when they arrive at the conference – you want them to actually be prepared to absorb and process the deeper and more advanced material you will be teaching at this conference.

This is obviously a deep and involved sales funnel, and will take most people several years to develop. Keep in mind, as long as you are adding additional useful and valuable products to your sales funnel, you can continue to make additional sales by offering multiple products to your subscribers in the <\$100 range. As long as you are effectively monetizing your list on the backend, there is no end to the different price points and product possibilities you can create with your sales funnel and your profit stream.

Some notes from Sean Mize

After having read this, you might be thinking...all of that sounds so simple...why aren't more people doing it?

Actually, they are: millions of dollars are regularly made via product creation.

Of course, in order to adequately monetize your online business, regardless of where it originates, you have to have a game plan, something that will get you from the very beginning to the point where you are consistently making money.

One of my most popular learning tools is my monthly newsletter, delivered to your doorstep by the postal service:

[Monetizing Online Businesses](#)

I trust that you will use these materials to grow your own internet business, and achieve your online and financial goals,

Sean Mize