

"The Robert Plank Show"



Episode #003

How to Create an Information Product Within 48 Hours and Sell 1000 Copies

This report is for personal use only. You do not have resale rights of any kind to this report.

Facebook: www.RobertPlankShow.com

Blog: www.RobertPlank.com

I got started as a computer programmer, and I thought I was going to be limited by the amount of time I could put into something. I thought I was going to be limited by the skills that I have. I knew that I wanted leverage and I wanted more than a six-figure income. I wanted it right away and I wanted it to continue without me having to bust my butt every single day.

I built a real successful, Internet automatic business, using this thing called "Information Marketing," selling ebooks, or ports, membership sites, home-study courses, even physical DVDs and books.

I'm going to cover all that today in a very focused session. We're going to get you to create an information product within 48 hours and get you on the way to selling 1,000 copies.

I want to let you know that today's call, today's session is sponsored by our very good friends - me, Robert Plank, and Lance Tamashiro at MakeAProduct.com.

Full-Time Internet Income

We can show you how to generate a money making report in about a day or two. We can show you how to speak out 100 articles in just six hours or one article in just 90 seconds, which means that you can have unlimited number of reports, of membership site content, of free content, articles, emails, all that good stuff. It's all created by you specifically.

We aren't talking about outsourcing your content creation. We're talking about outsourcing your publishing, and it means you can build your own business based on what you know.

I make a full-time living from the Internet, from Internet marketing, online publishing, and computer programming. I don't want to say that to brag or to say I'm so great, but I know you can do it, too.

I want to help you. Life is too short to screw around or to be stuck in the same pattern, in the same rut all the time. I have spoken on many others' podcasts, where we have students in so many different areas, who have learned to take their passion, who have learned to take their skill, and actually make money from it.

Earlier today I was on the phone with someone who lives overseas, who has an entire team of people. He approaches local businesses who don't have websites. He sets up websites for them, sets up if they need QR codes, if they social media, if they need reputation management. All kinds of fancy stuff, because some people have needs and some people have skills. And it's up to you to find where there is that "hole" in the market place, for lack of a better word.

For me that was computer programming. People needed to know how to make their webpages, do these things they wanted. Many times it was just a matter of someone had some kind of a webpage. More often than not, it was a direct response, long-form sales letter. It was a webpage with only one thing for sale.

Sometimes we had people who had content sites, like they had some Google ads, or maybe they had Amazon ads, or with a membership site. But people kept coming to me, because they needed something new, something better. Usually they had a pretty good idea of what they wanted. This usually came from their competitors' websites, or they would see.

Today, Facebook or MySpace or Yahoo.com is doing something different, right? Maybe on a particular day you would see the corner of a webpage peeling back. Maybe you've seen these every now and then. The top right corner of the webpage, it's like the corner is peeling off a page. When you move your mouse to it, the whole ad flies open, as if you were peeling the corner of a magazine.

That started to creep up on the Internet, and no one really knew how to do it. There wasn't really a plug-in solution, I made not the first, but one of the very first plug-in script programs to use as software, where there would be a corner on top of the page that peel back. I think I made second software ever where you could put ads on your webpages. The same way you use Google ads, but they would use a service called Clickbank, where you could get a lot more money than you get from Google ads.

I don't know if you have ever seen on the Internet where people sell something at a certain price. Every time someone makes a sale of that, the price goes up about a few cents, like an auction. I invented that, I was the first person to do that, because before me no one else did it. Even after I stopped doing it, now everyone is doing it, at least in my specific little niche of the Internet.

But if you just go a little bit outside of that, then it's completely wide open, it's still very much the "Wild Wild West," where a lot of the people don't really know these advanced techniques. They don't know about building a list, having a niche, having a follow-up sequence, using a split testing, writing a real sales letter, having online video, webinars, membership sites, drip content. So much of the stuff is unknown, is brand new.

Whatever your niche out there is, whether your niche is WordPress plug-ins, or your niche is how to learn a new language -- we have many students like that --, if your niche is something like hypnosis, does not matter what it is that you have a skill in, people want it. It's just a degree of how much they want it, and it's your job to figure out what it is that you need that is under-met or underprovided.

For me, that was that people didn't really have an easy way to plug and play these things into their sales letters. They didn't have this corner ad page-peel, kind of a script, or this kind of a plug-in. Then I created that.

They didn't have a Clickbank/AdSense kind of script, I created that. What was really great for me, is, right when this thing called WordPress, which is a software that allows you to blog and to create online journal and use a created membership site or sales letter, was brand new or at least was finally becoming mainstream with Internet marketers, I made a product on WordPress. It was awesome, because everyone was just jumping on this, but there were way too many choices.

Everyone else made it way too difficult, on the same way I told you before when I first came up with PHP products, for products how to program. No one else had in video. Everyone tried to teach every little single nook and cranny. I just wanted to get from point A to point B, and giving you a how to step by step sequence.

In that same way that me making videos about PHP programming was very helpful, and it made me a lot of money. WordPress was brand new. I thought, great! WordPress is brand new, and I found maybe two or three competitors who had just crappy reports on WordPress. They were okay, but I was able to secure the rights by the rights of those, and then I created my very own videos. I made videos on how to use WordPress, and because I'm a programmer and I can't help it, I showed different ways to tweak WordPress, to tweak this blogging platform to do what it is you want.

I also showed people this very in-demand skill of how to create a plug-in. Because what happened once was, I put up one of my PHP scripts. PHP scripts, if you do not know, they're these things where back in the dark ages of the Internet, I give you pretty much a zip file, and it would contain code, programming language. You would have to get this, what is called a zip file, unzip it, get what is called an "FTP Client."

With this FTP Client, you upload files, sometimes to do this thing called "setting permissions for files," sometimes "edit files," sometimes "set up a database" and then go under your site's back end. And this was great for me, because I was paid to install these scripts, sometimes I charged 50 or 100 dollars for a few minutes of work, which is pretty awesome when you're 17 years old.

Then this thing came along called WordPress. With WordPress, you can go on to your control side panel, click couple of buttons, and it would set database, files, everything. And people would create plug-ins. If you wanted to add a plug-in, you would just search for the name of the plug-in in WordPress, click the button, it would install, it would download it, everything. If you wanted to install a plug-in, click on the button that says "upload," it would install everything.

It wasn't always this easy, but now it is. Now it's pretty much point-and-click. If you want to create a pop-up box, click a button, it's on your blog. I almost guarantee you that there's a page peel plug-in in WordPress available for free, and all you have to do is search for page peel. The hardest part is just knowing what to call something.

I know many people going around the Internet, looking for new plug-ins to install, looking for new blog plug-ins to install, but the point of all this is that... When this was brand new, this was a really hot topic. I made a training course showing how to use WordPress, how to get rate and search engines, which plug-ins to use, and even how to create your own plug-ins.

It was really popular. It was so popular for couple of reasons. First of all, it was a very in-demand topic. And also I had a lot of fun with marketing. I think that if you have fun with your marketing and you do things that are newsworthy, as we talked about in the copywriting podcast, which is Episode #002: "How to Sell Anything Online Using the Magic of Copywriting," if you can present what you are coming up with that is brand new, newsworthy, then it's going to generate a lot of attention.

WordPress was brand new, and I limited the numbers of copies I sold. I said, "Here's the video course, it's got written stuff, it contains plug-ins, and it's \$13.33, I'm going to limit it to 33 people." That sold out in a few hours.

Then I opened it back up the next day for \$18.88, limited to 80 copies, sold out in a few hours. I think, I updated that to \$33.33, sold out in a few hours the next day. \$44.44, sold out again.

I would open this product at sale at a certain price, and limit it to a certain number of copies, and then close it back up. At the time, this was totally unheard of, totally crazy, but it was a lot of fun. These days, people do that kind of thing all the time.

In a way, you're a public relations person. To make a long story short, I made \$8,000 in a week and a half, from selling that course. From finding a need that people wanted solved and needed to have, because people needed to websites and blogs. I would argue I knew how to show people that better than anyone else. It was also a matter of right place, right time, and also good marketing.

\$8,000 in about week and a half, but wait, there's more! I did not stop there. I also implemented this thing called "resell rights." If you haven't heard of resell rights, you can go to the website Master-Resale-Rights.com.

That's the site, it isn't my site, where you can pay money and in return get a ready-made information product that you can sell. Many of these come with software, come with videos, come with download pages already made, come with sales letters, all you do to sell. You plug-in your payment button, some of them come with promotional emails, and all kinds of crazy stuff.

These sites will tell you what year the product was made. For example, if you're trying to buy the rights, in this case, for a WordPress product, and it's a technical kind of deal, and it's a couple of years ahead of date, you might not want to buy it. On the other hand, if you're buying a course on hypnosis or time management or self-help, then it's not really going to go out of date. Even if it's couple years old, even five years old or older, it's okay to buy.

The point is, I sold this thing called "resell rights," and even though there's different kinds of rights. There's thing called "private label rights," "master resale rights," "resell rights." I just sold "resell rights," to keep it simple. I think it was for \$100 apiece, maybe \$200, I really can't remember at this point.

I set up another webpage, and I said, "If you look at I made this number of sales, in this amount of time, based on that, this sales letter, this webpage converts at this percentage." Which means that if someone comes to this website, here's the likeliness basically that they will buy. If I send a 100 people there, and eight people will buy at \$50.

I said, I'm also going to throw in the exact product: The videos, the download page, the sales letter, even the emails that I used to market the product, even some articles I wrote to market the product. I was pretty much selling a business in a box, and that sold an extra \$8,000 in another week. It was perfect timing, because it was right before going to the seminar "Offline Marketing Events."

Not too bad, \$16,000 in three weeks. I was 23 years old at the time. I was about a year into my first, and my only day job. That's not bad, right?

That was years ago. Now, it's even easier for us, because I have a bigger list, I have more products, we have the technology of things called "webinars" -- looking great. Huge membership sites. But every now and then, I still will create a small product.

Visitor Shout-Outs

It's time for some visitor shout-outs. What you can do personally right now is go on down to RobertPlankShow.com and like The Robert Plank Show Podcast on Facebook, and I'll mention your name on the show. We're going to get to the names in about two seconds.

Let's figure out who are the latest fans of the Robert Plank Show. We have about 235 Likes this week, I'm going to read through them very fast. Maybe next week there will have less Likes, so you'll stand out even more.

We have a big thank you to Mr. John Morris, the first Liker from Iowa, Dennis Rosenberg, John Racine Jr., Louis Eddington, Gary Hof, Paul Can-Do Irvine, Sonya Sullins, Rachael Marie Newport, Lester Lim, Chris Howard, Rhea Perry, Phil Johncock, Tara Kachaturoff, Rose Gilbert Anderson, Jim Saari, Harry Price, Abba Elijah, Isaiah Jackson, Paul Taubman, Greg Miller, Dan Maind, Kimberly Sheridan, Leah Fisch, Mary Wilhite, Ilias El Khattabi, Andrew Adleman, Everett Patterson, Judy Jackson, Robert B Vance, Jack Sinclair, Robby LeBlanc, Donna Maher, Gail Richardson, Sunil Kumar Sahani, Mike McKay, Ziki De Naim, Rick Butts, Vernon Jeter, Rick Mathes, Mitch Powell, Edgar Bateman III, Jeff Moreau, Dianne M. Daniels, Marian Krajcovic, Mark Cummings, Roni Horowitz, Roger Easlick, Matthew Peters, Marc Harty, Tim Jensen, Dan Safkow, Lennay Chapman, Spencer Chun, Darren Monroe, Wes Blaylock, Steve Davies, Tina Hermes Grunner, Skip Grunner, Chris Bennett, Tony Reilly, Herschel Lawhorn, Bruce Arnold, Phil Henry, Derek Allen, Frank Deardurff, Dale Anderson, John Deck...

Michael Claasz, Marshall Bone, Sherm Cohen, Amit Bhavsar, Carol Farbe, Stan Fields, Theresa Kennihan Wagar, Dan Martin, John D Braun, Jeff Davis, Kim Rhodes, Rita Dalian, Jeremy Ginn, Mary Gallagher, Joshua Shoemaker, Lusekelo M Hudson, Joanna Han, Caroline K Mukisa, Georgann Vinson Hewitt, Cherri Lee Beck, Ken Toulou, Morris Murphy, Amos Patterson, Sally Cevasco, Colorado Connector, John Stiles, Bill Davis, Renee Harrington, Sutejo Talaman, Adam Hommey, Colin Jeffrey, Larry Loik, James Ifeelgod Brown, Christopher Vogelmann, Rene Remington, Maisy Martin, Anita Cohen-Williams, Lynn Jordan, Cameron Crosse, Mohammed Abdul Haseeb, James Lissaint, Richard Petersen, Baltilund Zen, Paul Chux, Artis Starks, Lynne Carey, Nedko Aldev, Ray Gomes, Brenton Halupka, Dennis Barakos, Tony Rehor, Keith Luxton, Pauline Bergeron, Yvonne Lyon, Nancy Gilliland, Craig Page, Greg Wight, Jim Berry, Bryan S Arnold, Claire Koch, Paul Chilvers-Grierson, Paul Williams, Steve Ramsey, Galina Rozetti, Karie Clingo, Ben Brooksbank Percy, Yanni Barakos, Erin Netkickstart, Colin Arthur Wiebe, Tigerlilly Houdini, Brad Dixon, Hannah Tearsdon'tfall, Ix Ixy Ixion Non-contaminated, Leslie Jeansonne, Paul Klein, Suzi Le Fanue, Sandy Fleming, Colvin Kelton, Rodriguez Nelson, Mandy Bushnell, Sutejo Tan, Sergio Chavez, Kiara Barufi, Peter Beattie, Judy Lozon, Tricia Surette, Corey Purdue, Sukhwinder Singh, Nicholas Saxolfr Cutcliff, Sherri Moore, Amit Patel, Kelly Brian Kallstrom, Graeme Sutherland, and Jo Hatfield.

I'm going to get back to the show, and we're going to get to the rest of the names a little bit later, just to get back to the action. See you in just one second.

Products vs. Reports

What people think about products, and what people think about reports. Reports make good money, too. A couple years ago, I was at an airport, I had a 90-minute layover. I sat down on my laptop and I typed out a report called "Membership Sites on Crack." It's about how to make lists on a membership site.

That product, I sold for \$7, and it sold a couple hundred copies, because I had a list, because I had a sales letter, because I had automated download process. That was sold about just over \$1,000 -- no, \$2,000. It was sold \$1,000 the first week, and then throughout the rest of the month, came to \$2,000 total.

That was a \$7 product, it was a maybe 20-page report. I had an upsell on the back end into what is called "recurring membership site" -- it's a monthly program that was someone else took care of and I got an affiliate commission. More on that later.

\$2,000 in a month from a 90-minute layover, start to finish. Just typed out the report about what I knew 7-step sequence, a step by step plan, of to going from nothing to setting up all the important pieces of membership site.

It was not just an encyclopedia, it was not just bunch of thrown together facts about membership sites. It was, "Here's how exact sequence on how to do it -- the easiest stuff, the quickest stuff, the basics in the beginning." Over time you can add to it, people get results as they go along.

\$2,000, and what I did after that month was, I sold resell rights to that for \$97. I limited that to 20 copies. That meant that someone could come to my site and pay me \$100 in exchange for a \$7 product, which was the report. In exchange for also having a sales letter, a download page, promotional emails, I might have thrown in a couple of bonus videos as well. Another \$2,000 from the same amount of work.

If you can call screwing around my laptop, waiting for an airplane, which you probably do all the time -- at least, screwing around your laptop. Watching YouTube videos, surfing the web, answering emails, Facebook... You're still typing, you're still creating stuff. Why not create something that will actually make you money?

I suppose, like Facebook, which I call "throw-away content." Here's what I mean. Can you search your Facebook profile? Not really. At least not at the time when we are making this podcast. Can you search friends' Facebook wall, Facebook timelines, Facebook group -- no!

The point of Facebook and social media, Twitter even -- they are news sites. People go there and they do not look back into the past more than a couple of days. Just in the same way that no one looks at last year's newspaper, unless they're doing some kind of research. On sites like Facebook, you put the information out there, and then it's used a few days, and then it's gone.

The point of an information product is that it still is valid a year from now, five years from now. Since we're talking about, -- some of these things are technical --, you want to go back and update your product a little bit, or re-record version 2.0 in a year. For the most part, the stuff doesn't really go too much out of date.

We're talking about today product creation, we're talking today about how to make it in 48 hours, and how to sell 1,000 copies. Because I've sold 1,000 copies of many, many different software products, and many different information products, and web classes.

I'm just thinking off the top of my head, I have this information product called "Fast Food Copywriting." I have sold over 1000 copies of that. It teaches people how to create a sales letter in one hour-90 minutes, about an hour, then just polished up to 90 minutes.

I have a course called "Time Management on Crack." I sold well over 1,000 copies of that one. I have 23 different systems on how to create an online video, create a product, create a sales letter. Are you starting to get the pattern here -- I have systematized, not everything but those handful of things that make me the most money.

We've sold, at the time of the recording, about 4,500 copies of our plug-in called "Backup Creator." That has been used on thousands and thousands of more sites, but just as far as the number of copies sold, 4,500. All these things I created, here's the secret: I did not want to create them. It sounds kind of weird, right? But that's all it came to be.

Fulfill a Common Need For a Hungry Crowd

I didn't think, "What product should I make, let me think." No, I realized that people were starting to use WordPress, that people needed help with WordPress. I was recently, for lack of a better word, was starting to get annoyed that people kept asking me the same questions over and over about WordPress. I had to make an intermission product all about it.

When I created products like "Fast Food Copywriting" and "Time Management on Crack," I was, pretty much in both cases, making a check list of what I was doing. Because many times we develop a system for something without really realizing it, don't we? Maybe you have a system for clearing out your email, maybe you have system for the way you personally run a webinar or when you tell a seminar, maybe you have a set of skills that go into a certain niche.

One of our students is in the embroidery niche, which is really weird. Apparently with embroidery, you put 5 seconds into this step of the process, 10 seconds to this step of the process, 2 seconds to this other step. There was like 88 steps that takes to embroid something. This person, Joyce Jagger, discovered how to, for example, if one step took 10 seconds, she could turn it into 3 seconds. If one step took 15 seconds, she could turn that into 8 seconds.

She had this Excel spreadsheet, and she would go to different embroidery businesses and show them how to cut their time in half, if not even more, as far as making embroidery. This was her system.

In the same way, when I figured out how to make sales copy, I had to write it in short amount of time, because I was pressed for time. Because I had a day job, because I had other things to do, other things to get to. I could do things in short amount of time, but it was not really fun. Because, I had to, for lack of a better term, expend a lot of brain power.

In the same way that when I'm talking to you here, or if you talk to someone on the phone for an hour, it's exhausting, right? Doing this podcast is exhausting -- fun, but exhausting. That is, you can't really avoid that, because we are free styling out here, but when you have to write stuff, you do get tired.

It's more fun to go through a check list. It's more fun for me to put every little, for lack of a better word, mind state trick in order to write a sales letter. By that, I mean, as part of the course, I have a list of questions.

One question might be, "Why do I need your product right this second?" "Why do I need it right now?" "What do other people think about your product?" If you remember the Episode #002 podcast about copywriting, these are all important components of a sales letter. But when we word things in a fun, clever way, when we ask questions, then now we are just answering questions, right?

I got to the point, I got writer's blocked up so bad, and I opened up an instant messenger and started instant messaging myself. Many times, I've been posting on message boards. I saw someone post something that I just completely, completely disagree with, and I ended up writing response to this message on this public discussion board. The response got so long, it was too long to put on a message board. Because, just like the social media sites, things get buried. Things become out of date. Post

something on Facebook, try to find it in a year from now -- good luck! Post something on message board, try to find it in a month from now -- good luck!

Many of my products were born as form post. What happened was that the form post got too long, or I gave away too much good stuff, and I said, "This is more like a blog post, to put on my site, put it on a blog post." Now, it's too good to give away for free. I want you to think about what that means exactly. You have information that is just too good to give away for free.

I'm not just saying this in a selfish, greedy way, but if I can show you a way to create 100 articles in 6 hours, as we discussed in making products, you should pay for that. It's just too good to have it out there in the open. If it's out there in the open, people aren't going to assign a value to it, and people aren't going to use it. Doggone it -- it is just worth that much, it just is. That's a very powerful system, and I know that whatever niche you are in, it's too good to give away for free.

Joyce Jagger has this knowledge of embroidery, and if a local business, an embroidery business maybe has hard costs, maybe it's struggling. If she can double their profits, if she can save them from going out of business, then now what is it worth? It is worth something. That is what you should be driving at, too.

Productivity Tip of the Day: Do It Because You Want To

If you're struggling, if you aren't sure what to do next, if you are unhappy, angry, tired, always running out of time, then go to TimeManagementOnCrack.com to get that problem fixed.

The productivity tip is "Do it, because you want to." Here's what I mean: When I write a sales letter, when I write anything, when I'm recording this podcast, webinar, when I create a product, a website, I do, because I want to. It's so important for you to decide that you do want to do something. Instead of just tricking yourself, or forcing yourself to do, because you force yourself to do something, then you're not going to repeat it.

Here's a good example: Let's say something simple, like taking out the garbage. Look at that garbage, overflowing garbage can. You really do not want to do it, do you? If you think to yourself, "I am going to bundle up this garbage, and I hate it doing it, it stinks, it is heavy. Why can't someone else do it?" You just got to the curb, but that is not going to help anyone.

But if you think a little bit differently, if you think, "I have a family, and I am going to feel so good when I take out this garbage because I'm helping my family. Now, they don't have to do it, my wife doesn't have to do it, or my husband..." You're thinking, "I'm going to feel so good looking at that garbage can, and seeing a clean garbage can. I knew it was the right thing to do, it was going to happen."

If there is something you have to do, doesn't matter what it is, and you don't want to do it, instead of skipping that step and forcing yourself, instead, choose to want to do it, and do it, and justify it so somehow you will have a lot more fun, I guarantee it.

Money From Your "How-To" Knowledge

I want you to understand that I get really excited about making a product. Maybe it's kind of sad, but you should be excited, too, because you're building your own business, you're helping others, and you're generating money that is your money.

It's the money you generated from your knowledge, your expertise, your hard work. Except, it is not that hard, is it? You are not digging a ditch -- you are just talking, making a video, writing something down, and that is what making a product is all about. It's hitting the record button and just doing it.

Let's figure out couple of steps. Let me take a second and write a few things down. When you make a product, first, you need to have a niche. We discussed the niche in previous calls. A niche is where you have an area of expertise. Video poker, how to play video poker and when is a niche. How to lose weight is a niche. WordPress security is a niche. Membership sites is a niche. Embroidery is a niche.

You're trying to find a topic, where there is probably at least a shelf at the book store or an Amazon.com category about what it is you have to help. Because that is the first thing about niche selection -- if you choose something just for fun, then you aren't really contributing, you aren't really helping people.

If you sign on an area that you can't really explain someone in half a sentence or in couple of words or in a phrase what your niche is, then it is not nailed down enough.

Books on cooking -- easy to figure out what that is. Books on programming -- easy to figure out what that is. Even on a more nebulous area -- if you look at the Chicken Soup for Soul books, that is self-help. When we're talking about making a product, I'm talking about making an information product, and specifically one to make money online. We aren't making a book, we just aren't. We're making a how-to product.

The reason why I tell you to make a how-to product is because it's going to be shorter, it's going to be easier for you to make, and it's going to take less time. And you're going to be able to charge a lot more money. A book that gets on the book shelves, it's \$15 or less. Kindle is \$9. But a how-to book, a course, what does that cost -- it depends on what it is.

I think, we went to a week-long course once, and I think, my employer paid \$5,000 for that. I went over into Silicon Valley, and we met for, maybe, six hours a day, and at the end took a test. A week to get certified in this one area -- \$5,000.

That same training company that my employer paid, they gave even more advanced classes. I looked at their price sheet, and they had programs that cost \$30,000 for one day of instruction. I'm sure they will not even hire them there. There's a lot of money to be made in how-to, because it's valuable to other people.

Someone reads a book, a bookstand kind of book. I hate to generalize, but let's just explain this. People read a book because they're bored, because Oprah said to, or some other talk show host said to, or they wanted to know about that conning. They aren't really willing to get a pressing need to solved. We want to find a pressing need.

In my case, people want to know how to make a WordPress plug-in, they have a pressing need. They have a membership site, and they want to know how to get it all set up properly, how to take payment, how to drip it out. That is an important need, because without me they don't make money, and they want to make money.

The great thing about pressing need is, it has a lot of great components built in that you need to make a sale. If someone needs to lose 10 pounds right now, there is the built-in urgency already. They know it's important. They're willing to justify some amount of money, it's just a matter of how much or what they get.

They've done a lot of the selling for you, they've done a lot of talking into themselves for you. When there is a pressing need, you can make an argument very easily. Because you can show testimonials, cases that you can explain why this is so important. If there is a pressing need, hopefully it's nothing that you have done, and it's very clear when someone has completed that goal, which means that all you have to do is to figure out where they started, where they're finishing, and write that down in easy step by step pieces.

Let's think about this for one second. If I have a course on WordPress. For those who are listening, you know about WordPress, it's a blogging platform. I can draw two dots -- one on the far left, one on the far right, point A, point B. Point A is that they do not have a website. That is another thing. We want to be practical. Having a how-to product forces us to be practical.

I'm not giving people the encyclopedia of WordPress, I'm not giving a textbook definition of every single thing. There are many things we skip over, and that's completely fine. That is the kind of product we are making. That is the kind of product you are going to make. You are going to make one that, for lack of a better term, cuts corner. For everyone else fills in all those gaps, all those nooks and crannies. No, you just want to get people from point A to point B.

If you have a report on WordPress for \$10 and it gets people set up with WordPress in an hour, then they're going to hop on that all day long, because they say, "I can get to set it in an hour for \$10, or pay \$200, and it'll take me all month to figure it all out." The time and place of both kind of takes...Point A, no website, and point B, they have a WordPress site.

Visitor Shout-Outs Part II

It's time to read off the rest of those names, get to the rest of the shout-outs of people who Liked The Robert Plank Show. Not just liked it in a personal sense, but Liked it by going to Facebook, our Facebook fan page, at robertplankshow.com.

I want to give a special shout-out to Sany Mac, Christina Lovesveganlife Osh, Chris Pilz, Carl Gruntz, Ginette Turcotte, Ed Barkhouse Sr., Iain Archer, Yusuf Clack, Angel Anderson, Mark Richards, Ely Delaney, Randy Mcgrath, Jon Williams, Helen Raptoplous, Nancy Trepanier, Shannon Sandquist, Jose Gonzalez, Kenz Dempsey, Faris Andrean, Kareem Rombley, Paul Richmond Luna, Christopher Ryan, Jenny Parnell, Bryan Dulaney...

Kirsten Green, Teevee Aguirre, James Simpson, Oscar Cortez, Dzenita Batlak, Isaac Orimogunje, Ron MarshHall, Kody Legere, Humberto Noe Avila Pavon, J Rock Short, Sharon Honning, James Christopher Goodwin, John Edwards, Martin Valverde, Anna Faulds, Kaushik Majumdar, Ron Herman, Matthew Detrick...

Scott Styles, Truly Cruelly, Eddie Means, Philippe Lamontagne, Lucky Inyerren, David Pollard, Adam Jeeves, Yan Pro, Jeremy Anderson, Mesut Kahraman, Timothy Leyfer, Gerald Naytowhow, Good Compressions Cpr FirstAid, Lawrence Inubsqurrl Robertson, John Vonhof, Colin Skow, Storm Caller, Obeng Sika, and last but not least, is Dean Rainey.

Thanks for being a fan. You can be a fan, too. Go to RobertPlankShow.com, click "Like" button, and I'll mention you in the very next podcast.

Point A to Point B

Let me just think about if we can fill in 7 components in between point A and point B, then that will be all we want. 7 is kind of a big number, kind of a tall order to fill. What I'm going to do, I have drawn a point A, point B, drawn a line connecting one for the other. Above that line, I'm going to put the #1, and below that I'm going to put the #3. We're going to list 4 really important things about WordPress. And 3 things that are important, but not mission critical.

The reason for this is because this will allow us to think of 7 things. But there is going to be the A level step and the B level step. It isn't necessarily going to go on in this order, we'll order it in a second, but it's tough to think of 7 things. It's easy to think of 4 really important things and 3 somewhat important things.

We've listed point A to point B, point A having no website, point B having a WordPress website. We're going to, above that line, think of 4 items. Not even thinking about the order yet, just 4 things there and 3 things that are slightly less important.

4 things -- we need to figure out WordPress theme, which is the design, which plug-ins to use, how to set up WordPress. If I had to think of one other thing, maybe we just need to add a content. If we were forced to write about just those 4 things, then that would be a pretty kick-ass product, but you would be kind of short.

We can put just a little more into it, let me just think of 3 three other things, then it will help us tiny, tiny bit more. Let me list membership site, there is some free plug-ins, and some even paid better plug-ins, to how to take payments to turn WordPress blog into a membership site.

We're going to have a mantra on sales letter, opt-in page, it won't just fit into one category. That is the part of the report where we mention plug-in, or optimized press, or something like that, where, instead of going into length about it, explain the concept, show some screenshots. Here's my affiliate link to buy this.

We have one more. You got the membership, sales letter, opt-in page. And maybe the user functionality. Because, did you know you could give people just partial access to your blog? Because as administrator of the WordPress -- you are the administrator, you control everything--, you can add extra log-in, and say, "This person can add posts to the blog, but they can't mess with plug-ins, they can not delete something, they can submit a new post."

We even have people called "contributors" who can give you post for approval, so they can write draft posts, but you are the only one who can publish them.

Let's talk about that, let's talk about users. This is actually kind of similar to my "WordPress on Crack" course, which is, \$8,000 in a week, and \$8,000 week after that. Let's order this sucker!

We've listed all these things. Looking at my 7 bullet points, my 4 on top, 3 on bottom, I'm going to take the first logical step is to set up the WordPress blog. Because you can't do anything besides that. I'm going to put #1 next to "Set up."

I have a decision to make -- do I want to teach content first, or plug-in and the theme? I think I'm going to teach content. Then, that is up to you. I like to stand out by teaching people how to do the practical, ugly stuff, then go back and make it pretty. From there, you do all the plug-ins and I'll do the theme.

The other part is, let's then go to #5: "Users," #6: "Sales letter," #7: "Membership sites."

For those who follow at home, it's outlined or WordPress product. I don't like chapters, that is what I discovered early on. Because chapters sounds like I'm trying to make 10-20 pages, it sounds like a textbook. I prefer sections, to be honest.

- Section 1: Set up WordPress
- Section 2: Add content
- Section 3: Plug-ins
- Section 4: The theme
- Section 5: Users
- Section 6: Sales letter
- Section 7: Membership sites

We've ordered that in a very logical, step by step sequence. Starting with the very basic stuff, but also they get a lot set up in a short amount of time. Because you're keeping in mind the entire time that this is a how-to information product, there is no filler. We didn't have a chapter called "Introduction to WordPress." We didn't have a chapter called "What WordPress is and is not for."

No, first chapter: Set up WordPress. We aren't going for length. (I'm sure there is a joke out there somewhere!) We're getting it done in the shortest amount of time.

Even our good friend, Andy Erickson, made a short, 20-page, report about how to create a logo in 5 minutes. A 5-minute logo. How to create a logo in 5 minute without Photoshop. This was just a simple report, mostly screenshots, and how to use this free tool called "Gimp" (G-I-M-P). How to choose your font, create your little cute own design, to make a logo in 5 minutes. It's 20 pages, and mostly screenshots.

Because we aren't going for length, we aren't filling pages, it's just, "Can I condense this down?" It's the simplest format, someone gets to a predefined goal. We are not writing War and Peace. We are getting people from point A to point B.

Same thing with this membership site report, and even Lance Tamashiro created a report called "Facebook Fan Pages for Business." I think, we called it "Setup a Fan Page" and then created a bigger course around it. But his original book was 15 pages. If you remove screenshots, it was probably 2 pages. He showed you how to set up what is called a fan page on Facebook and get your first few fans.

He said, "Go here, click this, fill on this. Here's what it is, here's why I say this, step by step." There is literally nothing to add or take out, it was exactly what it needed to be. It solved people's problems.

There is a couple important points so far I want to make sure that yo get before we wrap this up. First of all, you find a common need. Creating a logo was a common need, especially when you can justify, "You can go and pay this person this amount of money, or you can just figure it out by yourself, or just follow my system." Because you did it.

Writing a sales letter, the same idea. Maybe you have a course on how to write a book quickly. Maybe you're like me, you have a course about how to make a WordPress plug-in quickly. Michelle Schoen has a course on how to record videos quickly and easily.

One Product, One Solution

There is no limit to the things you'll need to know, you find a common need. That need means people need it, that that crowd is hungry for that information. You just solved that one solution. In the future, if you want to bundle products together, bundle reports together, or make a multi-week course, that is great, but that is more stepping stones. That is more every module is getting somewhere from point A to point B in that module.

We're looking for what is called "one product, one solution systems." Setting up a Facebook fan page. You start off with no Facebook fan page. Maybe put there how to have a Facebook account, maybe they'll start from scratch. Put there how to have a Facebook account.

Same thing with my WordPress course, right? I'm going to assume they start off with a website. Maybe they own a domain name, how web hosting, but they don't know about this thing called WordPress. They start off there, and they end with this, having a WordPress website, having a Facebook fan page, and that is the end of the product. That way, you know when you're done, they know when they're done.

If you create some other product, maybe now you make another product on how to get 20,000 fans on your Facebook fan page. That is the next product, but you did your job, you got them from point A to point B. You figured it out.

Really quickly, I'm going to draw 4 circles. They're going to go, 1 on top, 1 below. The important thing is that they're so close that they all overlap, all 4 circles have share one section, where they all meet in the middle. I'm going to write in one circle, I'm going to say, "They need it." "They want it." In another circle, "You're good at it." And in another circle, we're going to say, "You're going to enjoy it."

We have 4 circles: "They need it" "They want it." "You enjoy it." and "You're good at it." What you want to find is some topic where it fills all of these needs. Because if someone needs it but they don't want it, then they're not going to buy it. If they want it but they don't need it, maybe they'll buy it. Find something that people both want and need.

I might make a goofy WordPress plug-in that some people want, but no one's survival depends on it, even the survival of their business. You make, for example, a WordPress membership plug-in that people can make money from, without it they have no business, now they both want it and they need it.

As far as you're concerned, if you're good at it but you hate it, that is no fun. You want something you want, you'll enjoy, you feel do good with. That is your niche. You figure out your niche, you figure out your solution. You want one product, one solution.

You figure out 7 step by step system. If you can't think of 7, break it into 4 and 3. You end up reordering it, but it works out... The 4 are the basic half of your product, the 3 are now the basis set up. Now, what is the fancy stuff?

WWHW: Why, What, How-To, What-If

You have basically your outline -- even though I hate that term-- but let's just go with outline. Now what do you do? We're at this point. You started off by setting up a WordPress blog, by the end of that step, it's set up. Now the 2nd step is content. Do you want to just jump into how to do it? I would say, jump into it sooner rather than later, but at least have a couple of paragraphs ahead of time, telling what to do.

This is one of those acronyms, no one knows who invented it, but it's called "WWHW." If you want to write this down, this is "Why, What, How, What-If."

It sounds like a lot to remember, but think about like this. Why, What, How, What-If. The "How" is also what we call "how-to" -- that is going to be 90% of this section. Not chapter, but section. The "What-If" is more like there are view and the check list, and now, let's get you to the next chapter.

Those last 2 are really simple. "How" and "What-If," that is just get to it. Those first 2, that is the introduction. When I say introduction, I mean just a couple paragraphs, that is it. Because I've seen people teach why, how to, and they try to space it out equally. What you end up having is a section where you have 7-8 pages of talking, and 1 page doing. We don't want that. We want mostly doing.

But when you give people just tiny little bit of an introduction, they know where they're leading, what they're building up to.

"Why" means, "Why is this so important? Let's get to this," where this is one piece set in the whole entire system. We say, "We're going to add content to our WordPress blog." Why this is important? Because without content, you have nothing. You don't have website on the Internet, you don't have search engine traffic people know and can go to.

The "What" means -- I just hate that term, "What." We first said, "Why is it so important?" right? That is "Why." "What" is the overview, basically, but we aren't really getting into it yet. That first, not even whole page, couple paragraphs, go over the "Why," this is the 3rd part of it. Here is why it is important.

"What" is, now we are explaining what it is... It's so hard to explain this without using the words what and why, which is why I am stumbling here.

Starting off with "What" and "Why," which is the intro, and "How" and "What-If" is the actual "show me how it's done." "How-to" is going to read the bulk of your chapter, and the "What-If" is the very end to call the action to check list, whatever it's you want to call it.

It's really cool how it works. Because once you get to the end of your product, now you can have an upsell. If you don't know how to get an upsell, go to the site called Clickbank, type in the name of your niche.

Let's say you have a report on how to improve your memory. People who are about to take test, who need to say something, they can go read your report on how to improve your memory. Is that a hot seller? I have no idea, but I guarantee that if you got a site like Clickbank and search for "memory," or

maybe there is some other term you should search for, but you can find some high converting affiliate program.

Even if we only have the afternoon to make this product, at the end of every section you're telling them what to do, you're leading people up to the next section. In that final section, now what do you do, unless you go and buy this bigger course someone else created. It's a very logical sell.

We had 7 pieces, and every section is ranged into "Why" "What" "How-to" and "What-If," but I'm just telling you that "how-to", 90% of your content, right there. It's very easy, especially when you're showing something like software.

If you're showing something like real estate, and you're putting your pictures, and your product is maybe a case study on how you flipped a house for X number of dollars. Show the ad in the paper, how you selected that home. Show a screenshot, or maybe give a few of whatever forms you used to acquired that home. Then show how you listed it on the marketplace, then show whatever steps are in there for selling the home.

There you go, there is the report on how you flipped that house, and then there is the link to my affiliate link towards someone else's bigger real estate course.

In a minute, I'll explain to you what exact tools you should use to make a product, but first, we're going to get to the Thought of the Day.

My thought of the Day today is, "Are you leaking content out of your ears yet?" That is a gross visual, but that is the way into think about it. Go to my blog (RobertPlank.com) where I have posted and every month at least since 2008. At the time we're recording this, I emailed my subscriber list every single day. When someone new comes to my list, they get an automatic sequence every day for 30 days talking me.

I have over 1,000 pages of sales copy online, hundreds of products. The reason for that is because, frankly, I'm impatient. I don't want to have to wait one year for a product to come out, I want money right now. See what sells, and when something sells well, then I'll continue to sell it. That is where the thing information marketing is all about, is that you have an idea.

Thinking about it all day long isn't going to help you, what will help you is put it out there and see if anyone buys it. Honestly, I had no idea that anyone would buy a course about WordPress. Sounds like today, but back in the day when this was new, we had no idea. Many software products I thought were kick-ass, completely bombed. Many software products that I thought were terrible turned out to be really popular.

You can get excited about something all day long, you can think about it all day long, but unless your marketplace likes it as well, then you're screwed. Think about tablet computers. HP (Hewlett Packard), and, I think, even Microsoft who first created computer tablets, which is basically just a giant portable monitor you can touch, without a keyboard. They put it years ago, and nobody wanted them.

Wait five years, now the Internet is faster, there are applications for this, the technology is lighter and cheaper, and Internet services better. And boom! Apple makes iPad and makes billions, billions of dollars. Without your marketplace, you are not really going to make money. But if you make money, you can then continue funding your information marketing lifestyle, you can continue making products.

My question, "Are you leaking content out of your ears?" -- if you have so much stuff coming out, even just an article a day, even just a blog post a month, just to see where the marketplace is at, what the marketplace wants... Based on that, you can narrow it down, now that you know what they want, now you can know what you can provide, if that makes sense.

Now, let's get to how exactly you make an information product.

Exactly How to Create an Info-Product

Tools to create an information product. There is really not too much to it. Either you can create a video product, or a report. I would say, if you're brand new, make a report, make just a very simple report. Because there is less money involved, and there is less second guessing. When I first created video products, I kept having to stop and redo videos... It's your first product, make a simple report.

Make a 10-page report. Because when I started, no one told me how long can I have a product, and I kept guessing. That held me back for months. Make a 10-page report, and sell it for \$7. Not a big gap here, exact system.

Make a report, and to do that, use a piece of software called Microsoft Word. It's built in the most computers, if not, there is, I think, 60- or 90-day trial. The student version is \$80. Come on, get Microsoft Word! It is hype, what it is, you want to show people. We aren't even worrying too much about fancy wording, being grammatically correct, even spelling everything right. We're going to keep things in terms of lists.

We have these 7 steps someone needs to get through. We're just getting someone from point A to point B. Microsoft Word, and your secret weapon here is going to be this little keystroke, at least on Windows computer, called Alt-PrintScreen.

Alt-PrintScreen allows you to take what you're seeing on your computer screen in front of you, and copy it to what is called the clipboard.

Basically, you can try this out right now actually. Open up a Word document in one window, and open up your word browser in another window. Then hit Alt-PrintScreen. What you can do then, go to your Microsoft Word window, and right click on the Word document, and then choose "paste." What you can do is, whatever you're showing on your screen, take a still snapshot of that, and then paste it into a Word document.

If you're showing someone, in our earlier example, how to set up a Facebook fan page, just bring up the screen, bring up whatever form that needs to be filled out, and take a screenshot of that. Take, "Here's how you get to this page." Fill out the form. Take another screenshot, say, "Here's the form filled out." Click the next button and show the next step. That is going to write half of your report for you.

So many information products, people just want to see, "What do I fill in in this form?" If you show it to someone, a case that he had to go from this to this, that is most of your product right there.

Just looking forward, in the future, to create a video product, what you're going to do is, you're going to do is, get a software called Camtasia Studio, \$300, with a 30-day trial. Once you get bored of all this copying and pasting and typing list, just keep it simple, and show your screen, hit the record button, and talk right now.

I honestly think, you need to create a short report first, put nothing else, just build up that confidence. And get used to people paying you for the things that you know. If you can master that part, the information marketing is a breeze for you.

Choose a niche, choose a solution where people are asking all over the place, and it's a very easy sell. You can just go on to places where these people hang out. Many times, that is Facebook groups, that is forums. If you have some kind of a mailing list, set up your product on affiliate marketplaces, such as RAP Bank, Clickbank, WarriorPlus, JVZoo. Get affiliates to promote this.

Contact people, get on podcasts, contact people who have Kindle books, creates these books. Publish your own Kindle book. Put out your own articles. Post on other people's blogs as a guest blogger. Publish your own articles. Publish on your own blog.

Get your stuff out there. Even if you don't make 1,000 sells overnight, if you can put out a couple of products, once it's a big hit, and you get 1,000 copies over weeks or months, was not that all worthwhile?

Even if you sell 1,000 copies of a \$7 product, and then later on go to a \$100 product... Selling 1,000 of anything is awesome! Especially, because you're the one who did it. You didn't have to work for \$5 an hour or \$10 an hour or \$20 an hour. You had an idea, you built a business, you used proven strategies, and you demonstrated your value to the marketplace. They reward that by voting with their wallets, and paying you money in exchange for you solving their problems.

You want the whole system? Go to MakeAProduct.com right now, to teach you how to write a report, how to write emails, and above all, how did you speak the whole thing up? If you want to make 100 articles, you can use our system and speak them out in a very short amount of time, get them transcribed dirt cheap at night. You have audios, you have articles, put them together as reports, as books. All kinds of cool stuff, because you applied a proven system.

My name is Robert Plank. That was The Robert Plank Show Episode #003: How to Create An Information Product Within 48 Hours and Sell 1000 Copies. MakeAProduct.com. I will catch you next time.