

"The Robert Plank Show"



Episode #011

How to Create Physical Information Products with Kunaki, CreateSpace, Kinkos & Lulu

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If you've sold anything on or offline, chances are you've thought about publishing your own book, printed manual, audio CD set, video DVDs or home study course. Pay very close attention to today's podcast because the number one Internet Marketer in Turlock, California, Mr. Robert Plank from MakeAProduct.com is going to reveal the secrets to getting your physical products published, whether that's through Kinkos.com for reports, CreateSpace for books, Lulu for manuals, or Kunaki for CDs and DVDs, today's training was made especially for you.

The biggest way marketers today hit roadblocks or delay their success is this thing that Lance Tamashiro (my business partner) and I call the chicken and the egg syndrome.

What does that mean? It means that people say, "I can't make money online because I don't have a product first to sell. I don't have a book or a report or a CD or a DVD to sell." And they say, "There's no point in me creating a DVD to sell because I don't have a website to sell it from." Then they say, "There's

no point in making a website because there's nothing to sell them." They get stuck in this place where they really have nothing. They say, "If only I had this. If only I had a video series magically created then I could go ahead and make some money, but until that's done I can't get a single thing done."

Really early on in my Internet marketing career, I was about 15 or 16 years old, I was selling things on eBay. At that time, I made my first money online through eBay and from Amazon's affiliate program. This was 2000 or so. This was when their affiliate program first came online.

I sold a few reports on eBay. I'd print these things out in my printer, put them in an envelope, sell them for about \$2 a piece. On a Saturday, I'd make about \$20, for a 16-year-old, not too bad. But then I wanted to go out and sell my own information products and I have this idea how I thought it was so clever of recording an audio disc and putting it on these little 3-inch CDs and putting it in a normal sized mailing envelope. I thought, "Cool, I can get these CDs for \$0.50 each, I could get an envelope, I can get a stamp (it cost me about \$0.50 more) and I could mail these things out for \$1, sell it for \$10, and make a million dollars."

The problem with that kind of thinking is that if nobody wants what you're selling or if we're selling plain sucks then making it physical is not going to make things any better. One thing that I figured out early on is that the Internet is the best thing that ever happened to us product creators, to us information marketers because if you have something to say then you can sell it and try it out on the Internet and not have to put any money down. But with that said, once you have something on the Internet that's proven to sell, that people want, people were willing to pay big money for then the next logical step is to make these into physical items.

Here's the number one reason. Although people are slowly getting more used to buying digital items on Kindle for example, not everyone gets it. There's this thing that we have called the "mom test" and what that means is if you were to explain what it is you do to make a living to your mother, would she understand it? For most of us the answer is no.

If you're in that situation where your entire business is moving traffic around or building a list of co-registration leads or if you're selling a \$7 report and wants some advice that explains how they can make money selling a \$7 report, that's a bad place to be in.

We sell a lot of products on things like how to run a membership sites, we have WordPress backup software, products about how to run webinars, how to create video, how to get published a book - that one's called MakeAProduct.com.

Lance's parents didn't understand our business. I think the question came up because we were running an offline event. We were running a 3-day workshop in Las Vegas for \$2,500 per person and they wanted to know what it is Lance has been doing with me for the past several years and he said, "We sell these videos, we these information products," and his dad didn't get it.

Lance opened up a box that was full of DVD cases. We have this package of about 22 DVDs and it contained I think our Newbie Crusher course, our Make A Product course, our Product University course. This pretty good sized box of 22 DVDs, his dad held it in his hand and said, "Now I get what it is you do."

That's a powerful thing as far as having a physical product for sale. It kind of legitimizes you, but I don't want to get your hopes up and having you think that having a physical product is going to make or break your business or that that's the reason why you're not making as much money as you want yet. Your physical products will increase your income, there's no doubt, but there is more to marketing and making money than a physical product.

With that said, I don't want anyone to be left behind. I know that we mentioned a few URLs at the beginning of this call and I want to make sure you have all those. Let's mention really quick off the bat what you can use to sell books or CDs or different discs online.

Reports with Kinkos.com

What's really cool about Kinkos, which a lot of people don't realize is that you can go online and if you have even a 10-page Word document, you can go to Kinkos.com, get a free account, upload your Word document and tell them what you want to do with it. You can pretty much get this bound, a nice little report. You can decide on the kind of paper, if you want colored or black and white, how many copies you want. Later that same day head on over to your local - I guess they're called FedEx Kinko's now - but head on over to that office and pick up a box full of those reports.

When Lance and I ran that workshop we mentioned - I ran a few workshops - but usually what I do is I want to give attendees something to go home with. I want to hand out something, and so I took a few of my different checklists and worksheets, put it in a Word document, uploaded it to Kinkos and then I said, "I want to pick it up at this Kinko's location," which was down the street from where we ran our event. I walked in, picked it up, paid them some money. I think it was \$130 or so for 35 copies of this maybe 40 to 50-page book. A pretty good deal, a lot easier than making it myself.

I want to tell you that with all these services we're going to mention today, most people won't know that you can get things duplicated for a very cheap price and most of it is just a matter of uploading your Word document and filling in a form. I know there are many different fulfillment publishing houses where they'll ask you to put down \$5,000 or \$10,000 and they'll design a book cover for you or they'll design a box for you for your discs and they'll house it and ship it and all this stuff.

To be honest, I don't have any experience with that. I much prefer these print-on-demand services because I don't want my business to depend on inventory, physical products and I don't want to be the kind of person where I make \$100 and I only keep \$10 out of that because I had this pay for shipping and the physical items. Most of my business is digital but I use all these services because every now and then I want to have a handout or I want to have a nice little bonus to give away.

What we'll do sometimes is we'll sell a product like Webinar Crusher or Backup Creator and we'll say, "If you order on this day or this day then we'll send you this box of three DVDs or these five discs." So it's good to have these physical bonuses in your back pocket.

I want to list these services for you. First, we got Kinkos.com and that's good for if you want to make quick reports, handouts and things like that. With that one you pick up the box, you pay for all of them up front, and so if you're running a live event, you pick up that box and you have all your copies right there.

If you want to sell an actual book online, you want to upload your Word document, fill in things like your title, description, author, you might have to do a little bit of formatting of the Word document or you can pay them a couple of hundred bucks to figure it out for you. They have a point-and-click cover creator and that's at CreateSpace.com.

Physical Books with Amazon CreateSpace

The first one was Kinkos.com. This one's called CreateSpace.com. This is Amazon.com's physical sub-company. Many legitimate businesses actually have published on CreateSpace. I think Tim Ferriss with The 4-Hour Chef has published through Amazon and then many people who self-published like the mayor of New Orleans or the former mayor published a book on CreateSpace because he didn't want to do it with publishers. Some high profile movie company was selling Pride and Prejudice, Mr. Roger's Neighborhood - they were selling these DVDs and books on CreateSpace.

You can sell lots of cool stuff in CreateSpace. You can even put out a video on Amazon's Instant Video service. But to make it simple, on CreateSpace, you can put a full blown book on CreateSpace and sell it through Amazon.com. They'll take out a few dollars for the cost of producing and shipping and you're left with a certain amount, usually a few bucks depending on what's your price.

I think I have a few books on CreateSpace and they're between 50-200 pages long. I sell them at about \$10 and I keep about \$3 per copy and that's much better than the usual \$1 or so royalty that you would get if you were a traditional published author. Being a traditional published author also means that you would have to spend months or probably years going through the editing process or the book proposals, dealing with editors, changing things a whole year of your life to make \$1 per book or you can put what you have online and sell it on your own terms.

The only disadvantage with CreateSpace is that once you have it uploaded, it is for sale. It is for sale for the public. You can't, for example, have a private book. What I mean by that is that many people that we know want to sell access to a digital product or membership site and mail out a physical book or a workbook or a manual and they might charge \$100, \$200, \$500, \$1,000 for this digital membership and then send a \$10 or \$20 book to their house.

You can't do that with CreateSpace. It has to be listed publicly for sale. If you want to take a Word document, put it on a service where you can control who the book gets sent out to then Lulu.com is for you. This is similar to Kinkos and CreateSpace where you upload a Word document, figure out your cover, the title, the description you can ship any copy of your book that you want.

With CreateSpace, you can choose to ship say a book to a certain person at a cost, but you have to make it available for everyone. With Lulu, this is really great if you want to, for example, sell a hard cover book of some kind and not be available to the public. So there's Lulu, there's CreateSpace, there's Kinkos.

Probably my favorite and what I hope we'll talk about mostly today is called Kunaki. Kunaki is great for selling audio CDs and video DVDs. When I say this, it means that you can sell a video DVD or an audio CD or a data CD or data DVD.

The first time you see it, it is not at all a very friendly interface by any means. But if you can figure it out, if you can put a simple disc on Kunaki, it's awesome because you can have something and there's no approval process. You can have a disc for sale today if you want to. So if today you decided that, you have a video course or you have some audio recordings and you want to run a promotion and award, everyone who buys today with a physical copy, then you can.

Audio CDs with Kunaki

Let's talk about Kunaki really quick because there are a few steps involved here. I want to tell you how to get - for starters - an audio CD on Kunaki. How do you get an audio CD recorded?

The first thing you need is a microphone. What I recommend is a microphone called a Logitech H530 headset. It's what I'm talking to you on right now. Is it the best microphone? Is it the fanciest? No. It's about \$30 and does the job.

What I like about it is it's USB powered, which means you plug it into your computer and then it's done. It records it. Because it's a headset, the microphone is a perfect distance away from your face.

What I do is use a program called Camtasia to record my audios and I just saved the audio out of that. If you don't have Camtasia, there's a free program called GoldWave. What you can do is decide what you want to talk about and speak it out.

I'll give you a real example. In our course called MakeAProduct.com - we ran it a few times - but the first time we actually brought someone out of the audience. This is a live webinar course and we had someone whose name is Dr. Debra Tibbitts, she's a veterinarian in Mesa, Arizona. As her side business, she teaches physical fitness and weight loss. She has a huge muscular ripped arm. She's awesome.

She teaches this thing called Green Smoothies. Is she the first person to invent green smoothies? Heck no. But what's pretty much involved was if you want to lose about a pound a day (by the way, this works) then all you have to do is replace one out of your three meals.

First of all, the problem with some people, they don't eat every meal. They miss breakfast or they eat meals irregularly or they eat too large a portion or they don't exercise or they eat bad food and not enough water. Whenever it's the holidays, she wants to lose a few pounds then she replaces one meal a day with these things called green smoothies. If you want to lose more than one pound a day, you replace all your meals with that.

You take six ounces or so of spinach and one banana, pour in some water, blend it up, and you have this green drink. It tastes like banana, so it doesn't taste nasty. But then the spinach part of it fills up your stomach so you're no longer hungry, get your nutrients, but you also get the hunger control.

Long story short, we wanted to show her how fast and easy it was to make a physical product. So on that live call, we planted a couple of things to say, unmated her and had Lance interview her. We had about four different topics and four subtopics and then we had her explain healthy eating habits, weight loss, and this thing called green smoothies. I think she even shared there are a couple of other different recipes, but that's the basic stuff.

We had about a 20-minute conversation, recorded it, and made first of all a DVD of it because we had a PowerPoint or [18:10 inaudible] app or something and we also took the audio and put it on a CD. I would say to you that if you can do a little bit more, if you can talk for say 45-60 minutes, that is a great CD. We set the talk for 20 minutes, you have everything about four topics, if you have about six topics and you have about four talking points for each of those, you'll have to work to not go over 45 minutes.

If you can just talk for 45 minutes and take people through a step-by-step process, six or seven steps and maybe for each step plan on each one being five or ten minutes, hit the "Record" button, talk throughout those steps, save that one little chapter, if you will, or that track and hit the "Record" button again and record a new track, so that at the end you end up with about six or seven different tracks. Now you're ready to make your CD.

You've recorded your audio using a Logitech H530 and Camtasia or GoldWave. Now you'll have a bunch of .wav files. Usually your computer should have come with a CD burning program. If not, I use one called Nero. Just Google that. It's called Nero Burning rom. It's a CD burning program.

What a lot of people don't know is that you can open up one of these programs and go "I want a new audio CD. Then drag your audio .wav files in there, hit the button that says "Burn" and now you will burn an audio CD to a disc. Now you can put that into any DVD player, CD player, a car stereo. They will play as an audio disc.

You might be thinking, "Okay, Robert, I've recorded this, I've got an audio disc that's wonderful. But if I want to make 100 copies of this I don't want to have to load up 100 different blank CDs, hit the burn button, take my magic marker and write a title or get a fancy artwork, put it in a box, put in an envelope, get some postage, go to the mailbox - it's too much work."

That's where Kunaki comes in. With Kunaki, I'm going to do my best to explain this to you. You'll go to Kunaki.com and their website is basically like the Craigslist of DVD [20:40 inaudible]. It's very user-unfriendly. There's a link that says "New Customer" and then it says, "Download our software and use this to design and upload your product. Click here to continue." There will be on that page a link that says, "Click here to download the CD/DVD publishing software."

Hopefully, it hasn't changed by the time you see this. But they haven't changed in several years, but pretty much they will have you download a program - it's a Windows program - and you download this.

Once you download and run this program, then they'll ask you a few questions. They will ask you things like, "What's the title of your audio disc?" and then they will have you do things like figure out the design of it, the artwork. Luckily, they have a few designs for you. Most of them suck but if I remember right, there's a solid color design. I pretty much choose a blue design and you can type in or it will fill in for you the name of the program on the disc itself and the case that it goes in. They'll shrink it up for you and ship and all that good stuff.

Download an EXE program, fill in the title, make the artwork, then they have you actually pop that audio CD back into the computer. It's weird, I know. But you have to burn a physical disc and run the program, pop the CD back in and it will read it. It will upload it up to their server. At that point, they probably will have you create an account right there from within the application or if you have an account already, you can log in there. But they will upload your disc.

I don't know how fast your Internet connection is, but when I'm uploading an audio CD, I want to say it takes about 60-90 minutes to upload it. Once it's uploaded, you can log in on Kunaki.com. You can go to "Customer login" and login and see what titles you have available in your library.

The only catch here is that if you don't order anything every six months then it will automatically be deleted from the library. That's one thing. But if you want to send yourself a copy at that point, you can. If you want to send yourself 100 copies, you can - and I've done that. I've spoken at different events and before I've gotten on the plane, I went and said I want 100 copies sent to me a week before, so it came in the mail. Then I took this box with each of those events and passed out free copies of my disc. Very easy.

You can do that or if you want to send a disc to one person, if I remember correctly, the cost of a CD or DVD is almost equal with the service. I think they charge you \$1.75 for the disc itself but all-in. It's about \$5 to ship in the US and about \$10 to ship overseas for one disc. The price gets cheaper as you have more discs. That's for one disc. But the moment we had 20 discs, it was about \$50 domestic, \$100 international. Most of that was shipping. When we had about five discs, it was about \$15 local, \$30 international. It's very reasonably priced.

You click a button and within about 48 hours they have burned your disc, put artwork on it, shrink wrapped it, put in the box, and mailed it. You don't have to worry about it. That is Kunaki.

If you keep it simple for now and use their design, it's kind of awkward. That's why we have a training course for you at MakeAProduct.com. We'll show you all the steps to make your own physical product. With Kunaki, at first, don't worry about the fancy stuff. Make a disc using their ugly little system and once you make your first audio CD and you send it to yourself and send yourself a couple of copies then try this out. Use this as a bonus and send a couple of bonus audio CDs for people who buy your product.

Kunaki DVDs

That's for CDs, but what if you want to get fancy and create DVDs? I'm glad you asked, because for that we'll use Camtasia. In this case, you can't avoid Camtasia. Camtasia is \$300 with a one month trial, but you've heard me talk about this on the show and if you follow me at all, this is the best piece of software ever created.

This is a piece of software that records your computer screen. Most of the time, whatever it is you're teaching, whether it's computer stuff or guitar or self-help, most of the time what you want to teach is on your computer screen. If not on a browser window or a piece of software or on a PowerPoint, it's on your computer screen. If you really want to be fancy and have live action video then use your iPhone or buy an iPod Touch. I think they're about \$100-\$200. They have built-in cameras in there as well. They're pretty darn good cameras. You can record live action video on your iPhone or a digital camera and even drag this to Camtasia if you want to get really fancy.

But pretty much Camtasia is a decent editing software, so I'd like to record my screen on Camtasia and produce the file. They have a production pre-set called the DVD ready pre-set. What you have to do first is save your Camtasia file into what's called an AVI and that's DVD ready, a high quality video file - too big for the web but good enough quality for a DVD. That's a DVD ready.

But that's just the video file. We have to author the DVD. For this we use a tool called Sony DVD Architect. That's about \$35 and they have a trial. But to have the ability to make DVDs, it's worth it. Sony has some other video software. Don't bother with that. Just get Sony DVD Architect. What you can do is once again, if I remember it right, you can go to File>New and instead of worrying about DVD Menu, go "I want to make a new DVD with a single movie."

What you can do is browse for that AVI, that DVD ready file and put it onto your disc. That program DVD Architect will actually burn your disc for you, you get a blank DVDR, put it in your computer, it will burn it and now you have a video on a disc. Then what you do is you open up your Kunaki desktop software and fill in the form. You fill in the title of your DVD, you go through and figure out how you want your case to look, pop that DVD disc back in, it will read it, and upload it back up to their server.

Once again, if I remember correctly, I want to say that they take me about 30 minutes or so to read the DVD disc and for me, personally, it takes about eight hours to upload the DVD to their server, so about overnight. But then once that DVD is in your library then once again you can send it off.

What's really cool is you can send and bundle DVD discs. The only limitation is you can't bundle books and discs. But what you're going to find is that books are very expensive to create. Discs - not so much. If I were to send out a 300-page or so book on say Lulu, it will cost about \$13 plus shipping. But to send out one disc on Kunaki is about \$1 or \$2, so really big difference. It's easier for you to make a video as opposed to editing and proofreading the entire book and people will enjoy and get more value from a video as well.

Kunaki allows you to upload and ship and combination of videos and discs. I've sent people packages of 22 DVDs in one box. You do all kinds of things - you can bulk import addresses.

WP Kunaki WordPress Plugin

We actually have a plugin called WP Kunaki and it installs as a WordPress plugin. If you have a membership site like a WishList Member or s2Member then you install this simple plugin. Here's what it does. When someone buys into your membership site, it will pop-up a box asking them for their physical address. They'll actually guess based on your payment process but they can confirm their address. It shoots you an email and then you can easily copy and paste their address into Kunaki.

We also have an option to use a service called SendOutCards. What we do sometimes is send people discs or even things like thank you cards or even brownies or cookies as a thank you for signing up.

We talked a lot about things like Kinkos, CreateSpace, Lulu, Kunaki. The thing to remember is that you can't depend on physical products to make you a bunch of money. If you're already making money, physical products will help because you can do a physical upsell, you can raise your prices, you can give surprise bonuses for customer loyalty, you can do all kinds of cool stuff and very, very few people do it.

The thing I want you to remember is to use the power of the Internet, to use the freeness of selling things digitally to test these things out and make sure you have a hot, big seller before spending a bunch of money on DVD artwork, on getting a bunch of books created. These services are here to help you. You're living in the best possible time right now because most of life is knowing how to upload a video or upload a word document and then fill in a form.

Go ahead, do it right now, and if you do nothing else then do me a favor. Record an audio program or an audio tutorial or find something you have, even go on a site like MasterResellRights.com, get some audios, burn them to a CD, put them on Kunaki, and send them out to some of your friends, customers, or just as bonuses. All this stuff is for you to do it.

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Tune in next time for "Episode 12: How to Set Up an Affiliate Program." I know I'm excited and I'm sure you are too.