

# QUICK & EASY INFO PRODUCTS



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# **QUICK & EASY INFO PRODUCTS**

How to Rapidly Turn an Idea  
into a Profitable Product

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# YOU HAVE AN AWESOME IDEA FOR A DIGITAL PRODUCT.

You've done your market research, so you know there's a big demand for this particular product. You've planned your sales funnel and marketing strategy.

And now there's just one thing left to do...

CREATE THE PRODUCT. AND THE  
SOONER YOU GET THIS IDEA TO  
MARKET, THE MORE MONEY  
YOU'LL MAKE.

***Here's where a lot of marketers trip themselves up.***

They get really good product ideas, but then their implementation is horrible. Good ideas languish on the back burner. It takes forever to finish products (if they ever do get finished). And meanwhile, everyone else is making money... except this person with the great idea.

So, listen: if you have a great product idea, then your goal should be to get it to market as quickly as possible. The sooner you get it to market, the sooner you can tweak your product and campaigns to optimize your profits.



Which brings us to the million-dollar question: **how do you**

## CREATE YOUR PRODUCT AS QUICKLY AS POSSIBLE?

***That's exactly what this book answers.***

Over the next several pages you'll learn about the best and fastest ways to get your product to market, including:

- How to get other people to create your products... for FREE!  
How to use pre-existing content to quickly and easily create a new product!
- How to outsource to bring your products to market fast!
- How to use technology to create your products faster than ever!

And much more. No matter what your budget is, skill level or how much time you have to invest in product creation, you'll find something to meet your needs in these pages.

So, without further introduction, let's jump right into the good stuff...

## USING LICENSED CONTENT

One of the fastest and most affordable ways to get your product ideas to market is to purchase a license to use other peoples' content.

*Here are the most popular types of licenses you can purchase:*

- **Resell rights license**, which lets you sell the product (unmodified) to your end users.
- **Master resell rights license**, which lets you sell the product to end users AND sell the licensing to other marketers too.
- **Private label rights license**, which generally lets you modify the content in any way that you please (including putting your name as the author) and then selling or giving away the content.

While a master resell rights license sounds profitable, it's usually not a good option because the content tends to get devalued very quickly. You might see hundreds of websites all selling the same thing as you... and many of them sell the package for pennies.

There is no cap on the number of people who own licenses to the content, so very often the market gets saturated with the offer quickly.

Resell rights licensing is a bit better, since the sellers usually cap the number of licenses they sell. The lower the number of licenses available, the greater the value of the content (because you have less competition).

For example, it's better to pay a premium price for a product where the seller is only making available 100 licenses versus purchasing one of 1000 or 5000 licenses.

The biggest downside to purchasing resell rights licenses is that the product belongs to someone else. **THEIR name is on the product. THEIR branding.** And because of all this, the product author is considered the expert... NOT you.

That's no good. If you want to sell a lot of products in your niche not only today but in the future, then YOU need to position yourself as the expert.

YOU NEED TO BE SELLING PRODUCTS  
WITH YOUR BRANDING AND YOUR  
NAME AS THE AUTHOR/CREATOR.

And that's why you should avoid resell rights content (unless you can't find anything comparable with PLR licensing).

As such, that leaves the last (and the best) option for licensing content: purchase the private label rights to high-quality content.

***Here are the advantages of this type of license:***

- You can put your name as the author (so that you're the expert).
- You have very little to even NO competition. That's because you can tweak the content to make it truly unique.
- You can embed your own backend offers into the content, which makes it more profitable for you.
- This type of license is often very affordable, which means you can recoup your license costs very quickly (perhaps with less than half a dozen sales).

***Sounds good, right?***

So, let's talk about how to find good content and then turn it into an amazing product.

Read on...



*Part 1:*

# FIND HIGH-QUALITY PLR CONTENT

Here's another place where a lot of marketers make a big mistake...

They get all fired up about the benefits of purchasing PLR content, so they drop everything and buy the first PLR package they encounter. And then they're utterly dumbfounded when they unpack the package only to find out it was poorly written by someone who has doesn't know English very well. Or it was stuck into a content spinner to produce the content.

You know what I'm talking about. When see sentences like this:

"Training canine is most gloriously magnificent when rope strolling plans abound."

*It's like, are you kidding me?*

This isn't content you can "tweak" to make good. You can't spin gold out of gibberish. It will take less time to write it from scratch then to try to make that sort of content comprehensible, useful and engaging.

And that's why you need to start with high-quality private label rights (PLR) content. That way, it will take perhaps an hour or so to tweak it to make it unique. But you won't have to spend a single second cleaning up gibberish, inaccurate content or poor grammar.

So, the question is, **HOW do you find good PLR content?**

Well, let's start by defining what we mean by "good" in terms of content and the offer.



*In general, here's what you're looking for:*

- **A reputable vendor.** You need to check this out first and foremost. That's because you may be able to find awesome content at a great price – but if its plagiarized content from a dishonest vendor, then you're going to be in legal jeopardy if you use that content. That's why you want to make sure the vendor has a sterling reputation.

- **Well-written content.**

The content should be engaging and easy to read. It should also lay out step-by-step instructions clearly yet succinctly (so that you're not paying for "fluff"). Look for content that's so high-quality that you could use it straight out of the box if you wanted to.

- **Well-researched, accurate content.** If the content refers to any data, historical events or other facts, be sure to double check this information. You're looking for accurate content that won't take forever to fact-check.

- **Something that meets your needs.** PLR content comes in all forms, from singular reports to massive packages that include hundreds or even thousands of pages of content. Look for big packages, which give you more content to work with (i.e., you can compile multiple pieces). Also, whenever possible look for content that includes extras such as sales letters and graphics.

***Now that you know what you're looking for, here are two ways to find PLR content:***

- **Go directly to a reputable source.** This means either going directly to a PLR vendor with whom you've already worked, OR going directly to a third-party whose recommendations you trust. The point is to work with someone you trust, as it will cut the time you need to spend doing your due diligence.
- **Search using Google.** You'll want to search for your niche keywords alongside terms such as "PLR" or "private label rights." For example, you might search for "dog training PLR" or "online marketing private label rights" (without the quotes).

If you didn't find PLR directly from a reputable source, then you'll need to do your due diligence. Sure, it takes a little time upfront, but it's well worth the time in order to find high-quality PLR content from a reputable vendor.

***Here are the steps you need to take to research vendors and content:***

- Search Google for the vendor's name, business name and website. What you're looking for are any pattern of complaints from customers or business associates. If you see any red flags (like complaints about quality, not honoring refunds, or not paying affiliates), then move on and choose another vendor.
- Check out samples of the content you're ordering. Don't just look at general samples on the vendor's page. Instead, request samples of the actual content that you'd like to purchase.
- Ask the vendor where the content originated. What you're looking for is content that the vendor created (as opposed to PLR content with master rights that the vendor purchased from someone else).

- Look for packages. As mentioned above, it's a good idea to look for large packages, which makes it easier for you to create unique products (or even an entire sales funnel full of products if the package is large enough).
- Check the license terms. Be sure to read the license carefully and be absolutely sure the terms allow you to do what you want to do with the content. For example, if you want to convert the content into another format or give some of it away, check that the license allows you to do these things.

Once you've found a package of high-quality PLR content, then it's time to move to the next step...



*Part 2:*

# TURN THE PLR INTO AN AMAZING PRODUCT

At this point, you should have a package of PLR content that's so good you're tempted to use it right out of the box.

**But don't do it.** That's because you want to create something unique.

How do you do that?

Check out these tips...

## *Take Excerpts Out*

One way to create a product fast is to take excerpts out of a larger product. For example, if you have a PLR ebook that's 200 pages long, then you can pull out a 25-page excerpt to create a short report (for a lead magnet or even a tripwire offer).

Here's something along the same lines...

## *Compile Multiple Pieces*

If you want something truly unique, then consider how you can create multiple pieces of PLR content to create an entirely new product.

NOTE: If you use this method, then it's a good idea to purchase ALL the content from one PLR vendor, preferably in one big package. That way, the content has a consistent voice across all pieces and it reads smoothly. You want your customers thinking about the content they're reading – not wondering why the content seems so choppy!



THERE ARE QUITE A FEW DIFFERENT WAYS  
YOU CAN COMPILE MULTIPLE PIECES OF  
CONTENT.

*Check out these ideas:*

- Combine multiple PLR articles to create a report.
- Take the transcripts from PLR videos to create a text-based product.
- Pull excerpts out of multiple PLR ebooks to create an entirely new product.
- Compile excerpts across a variety of content, including PLR articles, reports, ebooks and courses.
- Combine PLR content with some of your pre-existing content. For example, you might compile several of your blog posts with a PLR report to create something entirely new.

Obviously, this isn't an exhaustive list. Take a look at your own private label rights package and get creative about how to turn it into one or more unique products.

## *Convert to a New Format*

***There are two ways to do this:***

1. Turn one style of content into another style. For example, perhaps you've purchased a PLR ebook. You can break the ebook into multiple lessons to create an ecourse out of it.
2. Convert to another format. For example, if the content is currently in text form, then you can turn it into a video. Or if it's a video, then you can use the transcripts to create a text product.

You can also turn digital products into physical products. You might even create a hybrid product, which is where you sell a product that's part digital (downloadable) and part physical (shippable). The instant download portion of the

product provides instant gratification to customers, while the physical portion of the package boosts the perceived value of the offer and reduces refunds.

***Next...***

## ***Create New Intros and Conclusions***

Whether you're using content almost the way it came out of the box or you've created something entirely new, you'll want to create new introductions and conclusions for your products.

***Here's why...***

First, due to the primacy and recency effect, people tend to most easily remember the first thing they read and the last thing they read. So if someone is reading a report, they're going to remember the introduction and conclusion. If they've read that same intro and conclusion earlier in the week from one of your competitors, you can bet they're going to remember it. That's

why you'll want to create something entirely new so that your content is unique.

Secondly, your introduction sets the tone for your entire product, so creating a new introduction lets you set expectations for the upcoming content. You can build anticipation and use curiosity to keep people engaged and reading.

Lastly, you'll want to create a new conclusion too, simply because this is the place where you'll insert your call to action. This might be a call to action for people to start implementing what they just learned, or you might encourage them to take advantage of a backend offer.

Here's the next thing you need to do...

## *Tweak the Content*

You probably have plenty of content floating around the web – or in time you certainly will -- such as on your blog, via your newsletters, and on your social media platforms. If you created this content yourself (or with the help of good ghostwriters), then this content is pretty consistent in terms of both your voice and the steps you recommend.

### ***Now consider this...***

If you're using PLR content that's drastically different from the rest of your content, then your most loyal readers are going to take notice. They're going to experience a disconnect. And once again, it's a bad thing if your readers are wondering why your content reads the way it does (as opposed to being excited about the information you're sharing).

***So, here are two things you need to do with private label rights***

***content:***

- **Tweak it to fit your voice.** Does the content sound like something you'd write? If not, tweak it until it does. For example, remove any slang or other expressions that you don't tend to say, and insert expressions you are likely to use.

For example, maybe the PLR contains light profanity once or twice within the content. If you never swear when communicating with prospects, then you'll want to remove that profanity. If, however, you DO swear and you swear with "harsher" words (e.g., using "hell" instead of "heck"), then you'd tweak the content accordingly.

- In other words, just go over the content and rewrite anything that doesn't sound like something you'd say or write. Be sure it's consistent with the rest of the content you'd put out on the web (including both free and paid content).

- **Tweak it to fit your recommendations.**

Let's suppose you work in a weight loss niche. And let's suppose you've always recommended doing morning cardio with only a light meal beforehand, such as a protein shake. Now if you look at PLR content, you might see the original author recommending empty-stomach cardio. You'll need to tweak these recommendations to be consistent with what you've been advocating all along.

# *HERE'S THE NEXT TIP YOU'LL WANT TO FOLLOW...*

## *Make it Unique*

At this point you've done quite a bit to make your content unique. Now let's take it one step further to make it both more unique and more useful.

Here's how...

- **Share stories.** There's one thing that no other competitor has, and that is access to your own personal stories.

For example, let's suppose you have a product that teaches people how to train for a bodybuilding competition. You might share your own stories such as embarrassing moments in the gym (to get readers

relating to you) as well as “behind the scenes” stories from your own bodybuilding competitions. These stories make your content more relatable, memorable and useful.

- **Insert tips and examples.** In other words, you can help clarify a step-by-step process by insert plenty of tips and examples.

For example, if you’re tweaking a copywriting report that tells people to create “benefit-driven” headlines, then you need to offer tips and examples of exactly what a benefit driven headline looks like.

- **Produce case studies.** Another thing you can produce are case studies to make your content more unique and useful.

For example, if you’re tweaking private label rights content that talks about Facebook marketing, then you might share a detailed case study about your own



Facebook marketing campaigns. Be sure to offer plenty of data and proof (such as photos) inside the case study.

- **Offer tools.** Finally, a really good way to make your content both more unique and more useful is to offer tools that help your customers implement the information they're learning. These tools might come in the form of templates, swipes, checklists, worksheets, planners, mind maps and similar items.

For example, if your product is all about helping customers write better sales letters, then you might create and include tools such as headline templates or sales letter swipes.

*HERE'S SOMETHING ELSE YOU  
CAN DO TO CREATE SOMETHING  
MORE UNIQUE...*

### *Insert Graphics*

A lot of PLR text products tend to be text-only, with very little in the way of graphics. That's okay, because if everyone who had a license to the content was using the same graphics, then customers in the niche would probably notice.

However, it IS a good idea to create and insert graphics into your product. Not only does this create extra white space (which makes your content easier to read), but it boosts the value of the product.

# *WHAT SORT OF GRAPHICS SHOULD YOU INSERT?*

*Here are a few ideas:*

- **Illustrations.** These work well to help explain a concept. For example, if your product talks about the proper way to do bodybuilding lifts, then you might insert drawings that illustrate these lifts.
- **Infographics, charts, tables, etc.** These are good pieces to include inside of data-heavy content. For example, if your content talks about how to create a household budget, you might show a pie chart that gives readers an idea of how much of their paycheck should be allocated to expenses, savings and investments.

- **Mind maps.** A lot of people get value from information that's not presented in a linear way, so you may insert a mind map (especially for complex processes). For example, if your product shows entrepreneurs how to start a business, you might offer a comprehensive mind map that gives readers an overview of the process.
- **Photos.** A photo may be for illustrative purposes. For example, if your content talks about how to stage a house when putting it up for sale, you might include photos that show different staging ideas.

You can also use photos to break up the content a bit and provide more white space in a text product. For example, if you have a dog training product, then you might simply sprinkle photos of cute dogs into your content.

As you can see, there are plenty of great ways to use photos, illustrations and other graphics to add value to your content and make it more unique. The next question is, how do you create or acquire these photos?

Obviously, it's going to depend in part on what you need.

### *Here's where you can secure your graphics:*

- **Buy them via stock photo sites.** You can obtain simple photos, illustrations and graphics on stock photo sites, and in many cases you won't even need to alter the photo. For example, if you simply want a photo of a dog (as in the example above with the dog training book), then heading to a stock photo is a good option. Popular sites include DepositPhoto.com, BigStockPhoto.com and iStockPhoto.com.
- **Make them yourself.** Here we're talking about two different methods.

Method one is to create a graphic yourself (such as a mind map). You can create professional graphics using a platform such as Canva.com.

The second method is to physically take a photo for your needs.

For example, if you wanted to show readers how to do bodybuilding lifts, then you'd take and insert photos of someone performing these lifts.

**Heads up:** if you don't have the skills or equipment necessary to create high-quality, professional-looking photos, then you're better off purchasing them from a stock photo site.

- **Hire someone to create them.** For example, if you need a special kind of graphic – or even if you just want to tweak a stock photo site – then you can hire a skilled pro to do it for you. For simple jobs (such as tweaking an existing photo or graphic), check out

Fiverr.com. For jobs that require more skill, search Google for graphic designers, or go to a freelancing site such as upwork.com or guru.com.

## *HERE'S ONE MORE TIP...*

### *Reflect Your Branding*

You'll want to be sure to insert your branding into your final product.

*Here are two tips to follow:*

- **Use a branded text (word processing) template.** If you don't already have one or know how to create one, then you might outsource this task. But the point is to not only make sure your end product looks great, but it also includes your branding in the header and/or footer of each page.

- **Be sure the content reflects your brand.** For example, if your branding is focused on breaking complex tasks into simple, bite-size chunks, then be sure your product is easy to use, understand and consume.

Now before we leave this topic, here's an important note...

**Everything we've talked about so far in relation to private label rights content can also be directly applied to your own content.**

In other words, you can repurpose your existing content to quickly and easily create new products.

For example, if you have a popular blog post that outlines a process, you can expand on that blog post and turn it into a report or video.

Or perhaps you have 15 blog posts that you can compile to create a report, course or ebooks.

Still another idea is if you compile excerpts from multiple reports, ebooks, courses and articles to create a new product.



Another great idea is to take your existing larger products and splinter them to create other products. For example, if you have a multi-module video training course, you can splinter off one module to use as a lead magnet to build your list and use another module as a tripwire product. Anyone who likes the lead magnet and/or tripwire is going to naturally want to purchase the entire course.



## *HERE ARE OTHER WAYS TO SPLINTER A PRODUCT:*

- Pull a chapter out of an ebook to use as a lead magnet.

- Sell one or more bonus products separately as tripwire products.

- Excerpt a lesson out of an ecourse to use a standalone offer.

Point is, **you don't need to create a product entirely from scratch.**

You can use PLR content, you can start by repurposing your existing content, or you can use a combination of your existing content and PLR content. Either way, it's a fast and affordable way to bring new products to market very quickly!



*NOW LET'S TAKE A LOOK AT  
ANOTHER WAY TO CREATE  
PRODUCTS FAST...*

## *Crowdsourcing Products... for FREE*

Here's a fast and free way to create a product: get one or more partners and then create the product together.

For example, you and one other expert in your field can create a webinar together. Both of you can promote both the live webinar as well as the recordings. And, naturally, you'd each get a chance to promote one offer at the end of the webinar.

**TIP:** To make this an even more profitable venture for you and your partner, you may wish to use each other's affiliate links to promote your offers. For example, you use your partner's affiliate link to promote YOUR offer, and your partner uses YOUR affiliate link to promote his offer. That way, you both make money whenever someone makes a purchase from within your product.

Of course you don't need to limit yourself to one partner...

For example, you and 10, 15 or even 20 other experts can create a report together, where you all share one secret, tip or strategy for accomplishing a specific task (such as losing weight, getting traffic, keeping pests out of a garden, etc.). Everyone who contributes to the guide gets a link inside for backend sales.

**TIP:** Again, you may request that your partners use your affiliate link so that you too make money whenever someone buys something from within the co-created product.

One advantage for you and your partners is that everyone who contributes also promotes the product. That means that everyone gets a whole lot more exposure than they could have achieved on their own.

Another advantage of this method is that it's a really good way to establish yourself as an expert in the niche (if you're not already recognized as one). If no one has ever heard of you before – and suddenly your name is associated with top experts in the field – people are naturally going to assume that you're an expert too.

Of course if your main goal is to establish yourself as an expert, then you need to be sure your name doesn't get lost among a sea of dozens of other names. For example, if your name is listed among 24 others, then you certainly aren't going to stand out. On the other hand, if you do a project with two or three BIG names in your niche, then people will definitely associate you with these experts.

Decision time: **should you use this method?**

Here are factors to consider to help you make this decision:

- If you're just getting started in your niche, then this is a great way to gain name recognition and help establish yourself as an expert. It's also a good way to start building your list and generating an income. As mentioned, you may have fewer partners just so that your name is more prominently featured alongside the other contributors.
- If you're somewhat established in the niche, then you may choose to do a project with more partners in order to get the greatest amount of backend exposure, traffic and sales.
- If you're well established in your niche, then you'll want to proceed with this method carefully. You may find it better to do a project with just one or two trusted friends. And that's because having a lot of partners will "drown out" or dilute your contribution.

Remember, in all cases that your name is going to be almost permanently associated with the others who contribute to the project. If you choose well, then you'll get to borrow the credibility of other experts in your niche. If you work with people who don't already have sterling reputations, then you risk ending up having your name associated with an unsavory character.

So, with that in mind, let's talk about how to go about finding and recruiting partners to help you create a product fast.

Here are the steps:

Step 1: Find Potential Partners

Step 2: Shortlist Potential Partners

Step 3: Approach Potential Partners

Step 4: Manage the Project



**NOTE:** Keep in mind that initially you're going to spend some time finding and recruiting partners, which may make this feel like this isn't a fast and easy way to create content.

But here's the thing... once you recruit a partner – and assuming your first project together goes well – then you'll be able to work with that partner in the future for all sorts of ventures. You can create additional products together, you can co-promote one another, etc.

Point is, the time you put in upfront is an investment, one in which you'll reap the rewards for years to come.

*SO, LET'S TAKE A CLOSER LOOK  
AT THESE STEPS...*

## Step 1: Find Potential Partners

At this point, you're not going to worry about whether a partner has a sterling reputation, as that's what we'll cover in the next

step. For now, you're just looking to create a list of potential partners.

### *Here's how to find them:*

- **Brainstorm.** You know your niche, right? Then you know all about the “big names” in your niche. As such, start this step by brainstorming a list of potential partners whom you already know about.
- **Browse bestsellers.** Your next step is to look at who's selling the most popular products in your niche. For example, you might go to platforms like ClickBank.com and JVZoo.com to uncover bestsellers. All of these product creators with popular products are potential partners for you.
- **Research event speakers.** The idea here is to look at the big events in your niche (such as workshops, conferences, expos and similar) and take note of who

is speaking at these events. All of these speakers are potential partners.

- **Check who has big platforms.** The idea here is to find out who has popular newsletters, blogs, groups/forums, and social media platforms.

Take note: in most cases, it's difficult to find out how big a marketer's newsletter list is, and certainly it's hard to verify the number if you do find it. That's why you'll want to primarily focus on blogs and social media platforms, where you can actually see evidence that the platform is popular in the form of comments, likes, and shares.

You can start by running a Google search of your niche keywords alongside words such as "blog," "newsletter," "forum" and "group."

Secondly, you can go directly to social media platforms such as Facebook and search for your niche keywords.

Then you can filter your results to include business Pages and groups.

- **Ask your audience.** Still another way to find potential partners is to ask your audience what sort of blogs they follow, who they follow on social media, whose newsletters they read, and whose products they're buying.

**NOTE:** People tend to give answers that they think will please the person who's asking the questions. In this case, you may want to distribute a short survey anonymously among your audience. Otherwise, if you distribute it openly (under your name) to your newsletter subscribers and social media followers, you're going to get a lot of people saying they follow you and read your content. That may be true, but you won't find out who else your audience follows if they refuse to answer the question

truthfully for fear of offending you.

- **See who's working with whom.** Finally, check out your current partners to see who their partners are. For example, is one of your partners co-creating content with someone else? Or does one of your current partners display a public leaderboard of people who have won their affiliate contests? If so, take note of these names because they may be potential partners.
- While the above steps will help you create a large list of potential partners, you won't necessarily want to work with everyone on this list.

That's why your next step is to create a short list of the best partners.

***Check it out...***

A red decorative triangle is located in the bottom-left corner of the page.



## *Step 2: Shortlist Your Potential Partners*

Don't even think about doing any sort of product-creation venture with a potential partner until you've evaluated each person individually to be sure they're professional, put out high-quality products, and have a good and honest reputation in the niche.

*To that end, walk through these steps to evaluate each potential partner:*

- **Search for the person's name, business name and website in Google.** Look for red flags such as multiple complaints from prospects, customers and/or business associates (such as affiliates).

Take note that you're not looking for a 100% clean record. That's because anyone who does any volume of business is going to have complaints. If you doubt this, just do a search for the name of your favorite big

business alongside the word “complaints,” and you’ll probably find a surprising number of complaints.

That’s why you need to use your best judgment when it comes to evaluating the complaints. For example, if several affiliates complain of not being paid, that’s a BIG problem. On the other hand, if you see issues where the vendor bent over backwards to make it right with the customers, that’s a good sign of the vendor’s integrity.

- **Check their blog.** The next thing you want to do is spend some time perusing the potential partner’s blog. Here you’ll be evaluating whether the marketer consistently puts out high quality content. This is important, especially if you’re going to ask this person to contribute to an information product.

Secondly, you’ll also want to get a feel as to what sort of traffic this person gets. Specifically: is there an

engaged audience who regularly comments on content whenever the marketer posts to the blog? If so, that's a good thing.

- **Browse their social media profiles.** Here you're making the same evaluations about content and traffic as you did when you checked out the marketer's blog.

**NOTE:** Don't judge the marketer's platform based solely on the number of people who follow him or her. That's because some marketers purchase followers for social proof purposes, but these followers don't interact (e.g., they don't like, comment or share). That's why you'll want to pay close attention to posts to see if there are plenty of people liking, commenting, and/or sharing content.

- Review their products. Finally, you'll want to take a look at least one or two of the potential partner's products. Don't rely solely on other people's reviews,



as those reviews may come from biased sources (such as affiliates or even competitors). Instead, review the product yourself to determine if the vendor puts out high-quality solutions.

### **So, here's the bottom line...**

What you're looking for is someone who's long-established in the niche and has a good reputation for creating high-quality products and services.

Once your due diligence is complete, then you can select from your short list the partners who would be best suited to the project you have in mind. It's a good idea to have several "alternates" on your list, as you'll get some people who'll refuse your proposal.

### ***Now the next step...***

## *Step 3: Approach Potential Partners*

The next step is to approach your short list of potential partners and propose your joint venture of co-creating a product together.

Here are tips and tricks for securing more “yes” replies:

***Build relationships first.*** People like to work and do business with those they know, like and trust. And the same is true online as out in the physical world. If you develop a good relationship with a potential partner first, you’re much more likely to get people to accept your request to co-create products.

Now here’s the thing...

While developing a good relationship first is the BEST way to get a lot of people accepting your proposal, you probably don’t have all the time in the world to do this. And that’s okay. What you want to do – at the very least – is ensure you make a good

impression on your potential partner. You want them to recognize your name. You want them to see your site and be impressed.

So, with these end goals in mind, here are tips for getting more positive replies from potential partners:

- **Make money for the potential partner.** A good way to get on someone's radar is to join their affiliate program and make a whole lot of sales in a short period of time.
- **Be sure everything you're doing is high quality.** This should be a given, right? Your potential partners are going to research you if they're not familiar with your name, so be sure all the content and platforms they encounter radiate professionalism and quality.
- **Create something notable.** This might be a bestselling product, a popular blog, or a big social media

platform. Point is, if you have something big and notable going on in the niche, you can bet other people are going to recognize your name... and they'll be EAGER to work with you. (They may even approach you before you have a chance to approach them.)

- **Start up a dialogue with a potential partner.** You might start with leaving thoughtful comments on their blog or social media pages. Once you've opened the door to communication, then you'll want to start communicating privately (such as via email, Twitter direct messages, or Facebook messenger).

***Next...***



*START WITH A SMALL  
REQUEST FIRST.*

If you come at a potential partner with a big project, most of them are going to balk. Most people simply aren't willing to invest a lot of time working on someone else's project, especially when they've never worked with you before and don't know what to expect.

***So here's what you do...***

***Create a small project first.***

For example, ask a potential partner to simply submit a tip to you along with their preferred link. In exchange for two minutes of time, they get an opportunity for exposure and backend sales.

If this first project goes well, then you'll have a bunch of satisfied partners who'll be eager to work with you again. What's more, the psychological triggers of commitment and consistency will have anyone who agreed to your small project also agreeing to your larger project.

Sure, it's a little sneaky to use this psychological trick. But it works really well, and it's a win-win end result for everyone!

Next...

## *Make it easy to say yes.*

Finally, you want to be sure you create projects that really benefit your partners and make them eager to say yes. You do this by offering a low-risk, low-investment and high reward project. In other words, you want to make sure your partner gets a lot of reward in exchange for very little work. And when you send an email or call your potential partner with a proposal, be sure to focus on the benefits he or she gets with a very small investment of time.

Once you have your partners lined up, then there's the final step...

## *Step 4: Manage the Project*

A lot of marketers drop the ball here, and the whole project ends up crashing and burning. You don't want this to happen, otherwise you'll never be able to persuade your partners to help you create a product or any other sort of joint venture again.

That's why you need to manage your project to be sure it all goes as smoothly as possible.

Check out these tips:

- **Remind partners of their contributions.** This project is going to seem much more important to you than to any of your partners. What's more, your partners have a lot of other things going on too – so they might forget to get their contributions to you. That's why you'll want to remind partners of upcoming deadlines. And if someone does miss a deadline, you can gently



remind them of the missed deadline, remind them of the benefits of participating in the project, and give them one more chance.

- **Stay in communication.** You want to stay in touch with your partners to keep them in the loop as to what's going on the project. E.G., When will it be done and ready for partners to review it? When does it launch? Staying in touch also lets you keep partners in the loop if there is some sort of delay or other problems.

### *In summary...*

You can get high-quality content for free, simply by asking other experts in your niche to help you create a product. This might be a report, ebook, course, or even a live event such as a webinar. Whatever you choose, just make sure you're working with reputable partners who'll help you create a great end result.

Now let's turn our attention to another way to create great content fast...

## *Outsourcing for Fast, Profitable Product Creation*

Outsourcing is probably one of the most common ways to create high-quality products extremely fast. In fact, all the top product creators in your niche (and around the web) use outsourcing to create and sell their digital products.

And if you want to compete on the same playing field, then you too will want to start outsourcing in order to get products to market quickly.

Here's the mantra for this strategy:

## *Be the expert, but don't do the work.*

In theory, this sounds good to a lot of marketers. But then there's that little voice that pops up in the back of your head saying,

"You can't afford to outsource."

**Truth is, you can't afford not to.** Because while you spend months creating products yourself, your competitors are getting their products to market incredibly fast. And they're making money hand over fist because they're building out and promoting entire sales funnels in the time it takes others to create a lead magnet.

How is all of this possible, especially if you're not working with a bottomless outsourcing budget?

***Check out these tips...***

## *Understand the Cost of Doing Tasks Yourself*

Some people think that creating a product yourself is “free,” simply because you’re not investing cash dollars into the project.

However, you are investing your most valuable resource: time.

*And that’s why outsourcing makes good financial sense.*

For starters, you only have 24 hours in a day, and you’re certainly not going to work the entire time. You might have a good eight hours of solid productivity during any day, but even that is pushing it. (While you may be sitting at your computer for eight hours, your productivity wanes after a while – so you may have four or six good hours within that eight.) And if you already have a job, family or other obligations? Then you have even fewer hours in the day to get things done.

So that means it may take you months to complete a project that a few outsourcers could complete in a matter of days or weeks.

That alone is worth the cost of outsourcing because you can start making money (and recoup your investment) a few months sooner than if you do all the work yourself.

Secondly, you need to consider **opportunity cost**.

If you're doing all your product creation yourself, you're doing it at the expense of not doing high-value tasks, such as finding and recruiting joint venture partners. In other words, choosing to do low-value tasks isn't a good business decision (unless you truly do not have the funds).

In order to truly understand this concept, you need to do a little number crunching...

First, you need to figure out what your time is worth per hour.

No, this doesn't mean what someone is willing to pay you per hour, because thinking in those terms is part of the employee mindset.

Instead, we're talking about what your time is worth per hour to build and grow your business.

***Let me give you an example...***

Let's suppose you're just getting started, and your goal is to make \$100,000. That's a reasonable goal.

Now figure out how many hours you're going to work in order to achieve that goal. The typical "40 hours per week with two weeks of vacation" (part of the employee mindset) means you'll be working 2000 hours in a year.

But let's suppose you're wanting a little more free time. Maybe you want to work 20 hours per week. In that case, you're looking to work 1000 hours in a year in order to make your goal of \$100,000.

**Calculation time:** that means your time is worth \$100 an hour.

Now, this is just an example. Depending on your goals and plans, your time may be worth more or less per hour. But whatever the case, you need to be clear about how much your time is worth.

**So, now consider this...**

If you're about to do a project that will take you 40 hours to complete, and your time is worth \$100 per hour, then that project "costs" you \$4000 to do yourself.

Depending on what the project is, there's a good chance you can find a freelancer who's able to do the project faster, better and at less cost.

For example, if freelancers charge an average of \$2000 to complete that particular project, then it's less expensive to outsource it than to do it yourself.

Go ahead and crunch a few numbers to figure out just how much it costs you to complete tasks yourself – you might be surprised.

And once you see those numbers, you may be ready to start planning what to outsource.

*Which brings us to the next point...*

## *PLAN YOUR OUTSOURCING STRATEGY*

Once you realize it's a wise business decision to outsource, then you need to decide WHAT to outsource. You can outsource most every part product creation (and promotion), or you can choose to outsource select parts until you build your outsourcing budget.



*So first, let's look at the types of tasks that you can outsource:*

- Content creation for text products, such as lead magnets, tripwire products and other paid offers.
- Scripts for audio and video products and content.
- Graphics for both text and video products (slide show videos).
- Video production.
- Voice-over work for videos.
- Copywriting (sales letters, ads, press releases and similar).
- General content creation, such as blog articles, autoresponder content, and social media content.
- Programming/coding for software, plugins and apps.
- Website design, development and graphics.
- Customer-service/support.
- Content proofreaders/editors.
- Production work for text products (e.g., interior design/layout for ebooks).
- Conversion and optimization.
- Product research (market research).
- All forms of marketing and advertising (from planning to implementing campaigns, such as email marketing, social media marketing, search engine optimization, paid advertising and more).

This isn't an exhaustive list by any means. Rather, it gives you an idea of the wide variety of tasks you can outsource in your business to get a product to market more quickly (*and to make it more profitable*).

We're going to assume that you don't have an unlimited outsourcing budget, which means you need to decide what you're going to outsource.

*Here are the steps to help you decide...*

## *Step 1: Make a List*

First off, you need to make a list of what all tasks you need to complete to bring a particular product to market. Naturally, that's going to depend on what type of product you're creating.

For example, let's suppose you're looking to create an ebook guide in your field. Here are the tasks you can outsource during the product-creation phase:

- Market research.
- Outlining/researching the product's content.
- Writing the guide.
- Proofing/editing the guide.
- Creating graphics for the guide.
- Designing the ebook interior.

(Naturally, you'd have another entire list of tasks for other parts of this process, such as marketing the product. But for the sake of this guide, we'll focus on the product-creation aspect.)

Go ahead and make your list of tasks for the particular product you have in mind.

Then move onto the next step...

## *Step 2: Decide Which Tasks to Outsource*

In order to determine which of tasks to outsource, you'll need to answer the following questions about each potential task.

Namely:

***How long will the task take if you do it yourself?*** If you've never done anything like this task before, then you may need to do some estimating. Chances are, you'll have a tendency to underestimate how long it will take you to complete the task, which is why you'll want to add a cushion of extra time.

For example, if you're fairly positive a particular task would take you 10 hours to complete, then cushion this estimate by figuring it will take at least 15 hours.

So, the first part of your estimate is the actual time it will take in hours. (E.G., 15 work hours.)

The second estimate is on what calendar date you'll be able to complete the task.

***Let me explain...***

Let's suppose you have a task that you estimate (with a cushion) to take 40 hours to complete. And let's suppose that you can only work 10 hours per week on this task. That means it's going to take you four weeks – an entire month – before you complete it.

***Next question...***

***How much will it cost if you do it yourself?*** Now that you know about how long it will take you to do the task, you can multiply the hours by your per-hourly worth. For example, if it's a 30-hour job and your time is worth \$100 per hour, then it would cost you \$3000 to complete this task yourself.

Consider your answer for this question alongside the answer to this next question...

***How much will it cost to hire a freelancer to do this task?*** Here you'll need to do a little research, such as by searching Google

for a particular freelancer (e.g., “ghostwriter”), or browsing the listing on freelancing sites such as Upwork.com.

Keep in mind that you’ll see a wide variety of price points for services. Don’t base your answer to this question on the lowest price points. Instead, aim for the median price points and higher.

Then move onto the next question...

***How long will it take a freelancer to do it?*** Again, you may need to do some research in order to determine turnaround times from freelancers. Take note that some of the top freelancers have longer turnaround times because their project calendars are full. Many of them are worth waiting for, so be sure to plan out your own calendar well ahead of time so you have the flexibility to wait for your preferred freelancer.

Next...

*What other tasks would you instead of this particular task?* You already know how many hours it would take you to complete a

task (such as 40). Now be specific: exactly what other tasks could you be doing in this same amount of time? Be sure to focus on high-value tasks, and whenever possible you can estimate your return on investment for your time.

Final question...

***Do you have the skills to create a great end result?*** Let's face it – not everyone is a great writer, designer, voice-over artist, copywriter, or video-production specialist. So, if you try to do these tasks yourself, it might end up looking like a pre-schooler completed the project.

Point is, if you let a professional do the work, then you'll end up with a high-quality result. This in turn leads to trust and higher satisfaction among customers, which of course results in happy customers who purchase from you repeatedly.

***What is your total outsourcing budget?*** That is, how much can you spend this month on outsourcing? Obviously, you'll need to

prioritize what tasks you want to outsource, and then make your final decisions based on what your budget allows.

Bottom line: once you've answered the above questions about each task, then it should become clear what tasks you should outsource and which ones to do yourself.

Make a note of your decisions, and then read on for the next tip...

## *Reinvest Back Into Your Business*

If you have a day job (even a part-time one) you may be tempted to quit it once the profits start coming into your business. And you're probably also tempted to pull all your profits from your business and use it to pay for your living expenses.



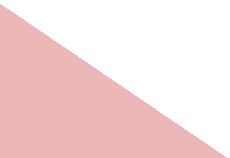
*But hold up...*



If you pull all your profits out of your business each and every month, then your business is going to grow at a snail's pace. That's why you'll want to reinvest a significant portion of your profits back into your business – including budgeting some of this cash for outsourcing costs.

Just exactly how much you reinvest is going to depend on if you're just getting started, how much you're making, and of course lifestyle factors. However, if you're just getting started, you may aim to reinvest 75% to 100% directly back into your business. As your business starts growing and you start making more money, then you may lower your reinvestment percentage to 40% to 50% (and eventually lower).

Sure, if you're new to business that may mean hanging onto your day job a little longer. But your business will grow MUCH faster if you reinvest a good chunk of the profits every month.



So, at this point you've decided what to outsource. Now let's walk through the actual process of finding and hiring freelancers.

*Take a look...*

## *Step 1: Find Potential Freelancers*

Your first step is to find POTENTIAL freelancers who can do the tasks you need done. I emphasized potential above, because in this step you're merely creating a list of potential candidates. Then in the next step you'll do your due diligence so that you create a short list of only the best freelancers.

***Check out these ideas for finding freelancers:***

- **Run a Google search.** For best results, search for a variety of related terms (e.g., "ghostwriter," "freelance writer," etc.). Be sure to also check both the organic search results as well as the sponsored ads appearing next to them.

- **Post a job on a freelancing board.** Check out sites such as upwork.com, guru.com, and freelancer.com.
- **Ask your contacts for recommendations.** You'll want to ask your business colleagues to see if they have any recommendations. It also doesn't to ask your contacts and visitors across your platforms, such as your Facebook network.
- **Post an ad on your website.** You can create a "hiring" link that describes what sort of freelancers you're looking for, and then distribute this link across your platforms. Be sure to ask your contacts to share the link.
- **Post on freelancing and business forums and groups.** For example, run a search on Facebook for "freelancing" to uncover discussion groups. Then, with the group owner's permission, post your outsourcing needs.

- **Ask your existing freelancers for recommendations.**

For example, if you're currently working with a web designer, ask him if he can recommend any ghostwriters.

- **Look locally.** You might post on a local city page or newspaper, as well as in the local section of Craigslist.org. Don't forget to post ads in college publications as well. Finding a local freelancer is a good option if you're interested in having any face-to-face meetings with the person.

The key here is to NOT rely on one method for finding freelancers. In order to find as many qualified freelancers as possible, you'll want to employ most if not all of the above methods.

Once you have a big list of potential freelancers, then move onto the next step...

## *Step 2: Sift Through the Candidates*

Now it's time to do your due diligence.

***Take the following steps in order to separate the metaphorical wheat from the chaff:***

- Run a search for the freelancer's name, business name and website in Google. You're looking for someone who has a long, established history of providing high-quality work and customer service. Be wary of anyone who has a short history (as they may not be adept at juggling projects and client needs) or anyone that has unresolved or serious complaints against them.
- Check the freelancer's feedback ratings, where applicable. If you're hiring from a freelancing site like upwork.com, then check the person's ratings and feedback.

- Check the freelancer's portfolio. Be sure they do high-quality work.
- Inquire about references. Then be sure to actually follow up with the references to find out what they liked and didn't like about working with the freelancer.
- Ask for a quote/rates. Be sure this person's rates fit your budget, but don't shop around solely based on price (i.e., don't choose the lowest price freelancers... pay peanuts and you get monkeys).

Once you've gone through all the above steps, then rank your freelancers from best to worst. Then move onto the final step...

### *Step 3: Hire the Top Contenders*

The final step of the evaluation process is to hire the top potential candidates to do a small job. That way, you can decide which of your top contenders provides the best work for you,

offers good communication, and provides good customer service.

**TIP:** Be sure to provide detailed briefs that explain exactly what you need. For example, a typical brief for a report should include a word count, working title, and outline. It should also include notes about writing style. For best results, include examples along with specific notes about what you like about those examples. (E.G., “I like the conversational style and abundance of examples in this sample.”)

In short, provide as much detail as possible so you leave no room for misunderstanding or misinterpretation. Be sure to encourage your freelancer to ask plenty of questions too.

In summary, outsourcing is such a great way to get your products to market more quickly than virtually all the major competitors in your niche are probably already doing it. One nice thing about

outsourcing is that it's easily scalable. You can start small today, and expand your outsourcing as your business grows. Just be sure to reinvest those profits.

Now let's take a quick look at one more idea for accelerating the product-creation process...

## *Using Technology to Create Products Faster*

This final method for creating products faster is aimed at those of you who want to be personally involved in the creation process, but you're also looking for ways to speed up the process.

Here's the solution: **use technology to make it go faster.**

***Check out these ideas...***





## *Use Speech-to-Text Technology*

Can you talk faster than you can type? If you're like most people, you can. And that's why speech-to-text apps work so well when it comes to creating content fast.

One of the most popular solutions in this category is Dragon Naturally Speaking, which has been around for decades. The software is now easier to use too, since it's more accurate and doesn't require training. Nonetheless, if you have an accent or speech pattern that DNS has troubles recognizing, then you'll want to take the time to train the software to better understand you.

You can find DNS at [www.nuance.com](http://www.nuance.com), or search Google for speech-to-text apps and DNS alternatives.

## *Record and Transcribe*

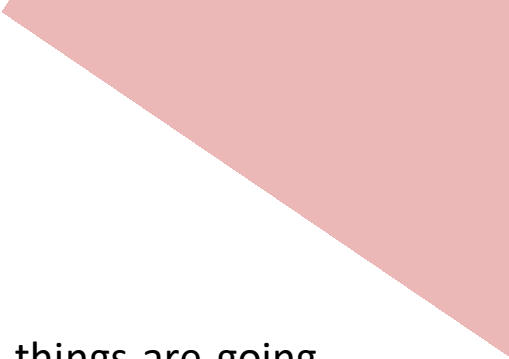
Another way to create content quickly without typing it out yourself is to record it and then have someone else transcribe it.

The advantage of this method over using a speech-to-text app is that if you choose the right transcriber (someone who has editing skills too), they'll polish the content as they transcribe it. You may even find someone who's multitalented so that they can transcribe it, proof it, polish it, and get it ready for publication. In most cases, however, you'll need to hire separate people to transcribe it, proof it, and get it ready for publication.

Now the next idea...

## *Cut Out Distractions*

Sometimes digital product creators don't get their products to market quickly because of the “**hey, squirrels!**” phenomenon.



Maybe you can relate...

You're working away on your new product and things are going well. Then, for whatever reason, your mind starts to wander. Suddenly you're checking your email. You're checking Facebook. You're watching YouTube videos.

Next thing you know, you look up and two hours have flown by...  
**and you really haven't accomplished anything.**

So, once again you can see there are some really good way to use technology to accelerate product creation. Whether you need to refocus your mind or you're looking for a way to create products faster than you can type, there's a solution in this section for you.

Now let's wrap things up...

# Conclusion

Here's what we want you to take away from this guide:

**Be the expert but don't do the work.**

As you just discovered, there are plenty of ways to create your digital products rapidly.

This includes options such as:

***Licensing content***  
(which is a great and affordable way to acquire content quickly).

***Outsourcing***

***Crowdsourcing***

•  
Using technology to speed up the process.

You may use any or all of these methods as you create your sales funnels and grow your business.

Indeed, using multiple methods is a good way to affordably create a lot of products fast, which is a key to good business growth.

