

7 STEP GUIDE TO CREATING AN INFO PRODUCT CHEAT SHEET

To help make your life easier when creating an information product, *especially if it's your very first one*, this **7 Step Guide** should definitely be of help. Be sure to also check out the related blog post on this same topic for more detailed information.

Here are some sample formats (among others) for creating an info product.

1. Audio series
2. eBooks (most popular)
3. eCourses
4. Hardcopy books
5. Membership sites
6. Newsletters (7-day series, 10-day series, etc.)
7. Video series
8. Webinars
9. Workbooks

First Step: Who You Are Creating An Info Product For (Be Specific)

Be sure this is your first step instead of your last.

Doing this first helps:

- you know the exact people to market your info product to
- present yourself as an authority in your niche
- increase the value for your product

Remember, it is not about what YOU want, but is instead about what YOUR AUDIENCE wants.

Second Step: Choose A Topic For Your Info Product

- Time to brainstorm.
- Conduct a survey.
- Choosing the topic. (*This should cover many or all of the responses, if possible, otherwise pick an idea or two from the responses that match your expertise.*)

If no audience yet

- start building your list of subscribers
- takes as few as 100 subscribers

Additional options:

1. *Ask your survey in Facebook Groups.* (your own or a group you joined)
2. *Observe Facebook groups.* (including answer questions, get noticed)
3. *Observe on Twitter.* (search for topics, supply answers to questions)
4. *Collaborate with another person in your niche.* (use someone else's list)
5. *Use a survey site.* (ask qualifiers to keep your data relevant)

Third Step: Choose A Format for Your Info Product

Consider creating more than one format

- people learn in different ways
- additional format could be an upgrade

Choosing the format depends on several factors:

- your audience
- format easiest for your audience to consume
- price range based on audience
- the topic(s)
- best format for you (based on your expertise & tools available)

Fourth Step: Draw Up An Info Product Creation Plan

Having a plan is essential.

- save you time
- help stay on schedule
- stay focused. (new ideas or updated info can keep popping up during research)

Starting

- Open a new doc
 - brain dump (heart & mind) ideas
 - include subjects to cover

- include chapter structure when possible
- create a brief outline first, if possible (main overall topics)
- organize it later – just get the info out
- Research
 - Review tables of content in other books (not for copying)
 - Get ideas
 - Determine if major topics missed

Finishing

- categorize ideas into chapters
- flesh out your outline
- start adding some subtopics
- take time away from it (wait 24 hours or more, revisit with fresh eyes)

Fifth Step: Build A Subscriber List / Audience

Building a subscriber list is essential.

1. *You need to own access to your subscribers*

- you don't own social media
- you don't own your autoresponder (regularly backup your lists!!)
- if shut out anywhere, autoresponder backups keep you going

Critical: You don't own Facebook, Twitter, etc. If locked out or lose access for any reason, your list is gone. You don't own your autoresponder. If locked out for any reason, you still have your list of subscribers (from a backup) and their emails. Get a new autoresponder and you're good to go.

2. *Reaching your audience.*

- opening email – higher rate than reading blog posts
- opening email – higher rate than social media
- email list *may* mean a larger audience who actually see it

3. Good vibes from your audience.

- some level of trust
- people buy from those they know, like and trust
- chance for better relationship (*can be more personal and perhaps deeper sharing through email than social media*)

New at building lists:

- consider MailChimp
- free until reach 2000 subscribers
- savings can really add up if takes a while
- great step-by-step tutorials

Advanced list builders:

- consider AWeber
- advanced functions
- very reasonable pricing

***Important:** If comparing options to AWeber, be aware there are two components making up monthly pricing. Compare apples to apples.*

***Reminder:** Because it is so important, here's one more reminder that no matter which email system you use, even if you're new, create regular backups of your list of subscribers.*

Sixth Step: Create A Giveaway Or A Lead Magnet

Giveaway / Lead Magnet:

- usually free, but can be sold
- are the enticement for visitor to share their info
- help build your subscriber list
- choosing properly is very important
- be sure it relates to and is relevant to your niche

To Charge Or Not To Charge:

- usually free, but can be paid (even if \$1)
- paid may help train subscribers to buy (helps have more responsive list)
- may cut down on tire kickers (helps have more responsive list)
- check preferences of marketers in your niche
- could split test and try both free and paid (2 opt-ins & 2 landing pages & 2 lists – once offer info product for sale, which does better)

Seventh Step: Create Opt-in Forms/Landing Pages

Visitors opt-in (subscribe) to your mailing list in exchange for your lead magnet. They visit a landing page to receive your lead magnet.

Opt-In Forms

- locations such as sidebar, header, after each blog post, etc.
- most autoresponders can create opt-in forms
 - usually more basic opt-ins
 - not as customizable as plug-ins
 - done during list creation
 - copy and paste the code onto website to embed it
- plugins
 - offer much more customization
 - usually drag-and-drop
 - no technical knowledge or coding needed
 - plug-in examples: LeadPages & OptinMonster
- be creative (but don't go overboard)
- be clear what prospective subscribers are subscribing to

Landing Pages

- have a dedicated landing page for lead magnet (only that)
- ClickFunnels
 - easy-to-use templates
 - no technical knowledge or coding needed
 - drag-and-drop

Time to spread the word!

- share opt-in form links (social media profiles, posts, your blog, etc.)
- keep it relevant

Final Words

- can take your time (especially if new to list building)
- can be ready to market in under a week (especially if have list)
- having a plan is essential
- regularly backup your subscriber list