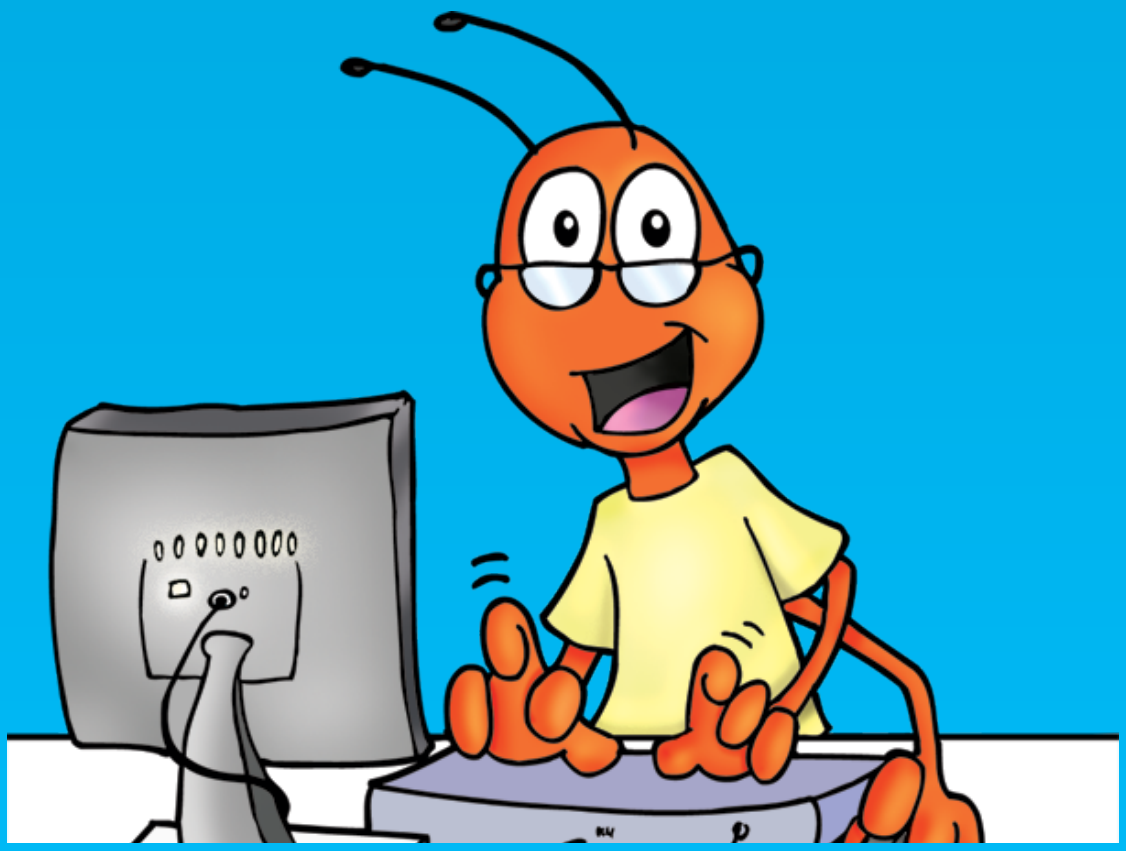
AN OVERVIEW ON INFORMATION PRODUCT

CREATION



KIM PHOENIX & LISA STOOPS

AN OVERVIEW ON INFORMATION PRODUCT CREATION

"An Overview on Information Product Creation" – by Kim Phoenix&Lisa Stoops

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Kim: Hi there! This is Kim Phoenix of Buy-PLR-Products.com. I've got Lisa Stoops on the line. Hi, Lisa!

Lisa: Hi there, Kim!

Kim: How are you doing today?

Lisa: Doing great! How are you?

Kim: I'm good. Thank you. So today what we're going to do, is we are going to do a little bit of discussion about product creation, how to create your own product, how to get started, and how to go about doing that. I'm just going to give a little bit of information about Lisa, however, before we start the discussion.

First of all, Lisa is a wife, a mom, and an online entrepreneur to the core. Ever since she was pregnant with her first child back in 2003, she knew she wanted to own her own Internet business. But it was much easier said than done, she found. With the demand of life, things like family and job, she had to find ways to get more out of the little time she had. So for years, she jumped from one idea to the next until she realized that online business is much the same as offline business.

You can't overlook the fundamentals. You have to have something to sell, offer what you have to the right people, and build relationships. Because she dabbled in a variety of areas, she has gained a lot of experience in blogging, setting up wordpress blogs and sites, affiliate marketing, product and content creation, email marketing and marketing funnels. Finally after a few years, she was able to produce a consistent and monthly income online. Currently she runs a PLR business, actually more than one PLR business, right Lisa?

Lisa: Yeah, that's correct!

Kim:...which stands for private label rights (PLR), and she teaches others to do the same at PLR Business Training. She's passionate about creating a business that will allow her to live life on her own terms. She's also passionate about helping others to do the same thing. Life is just too short not to be doing something you love or at

least enjoy every day, right? So although Lisa is a successful PLR creator, Lisa has also had great success with creating her own information products, and that's what I intend to ask her more about on this interview. So stay tuned because you're in for some great tips and learning. Alright Lisa.... well thanks for being on the call.

Lisa: Well thanks for having me. I am very honored to be here.

Kim: Good, Good! Well the first thing I want to know is that I know that you've created quite a few of your own information products in recent years. I'm just wondering, what do you think stops most people from creating their own products?

Lisa: Well, there's several reasons I would say that a lot of people don't. They get stopped in their tracks. Well I know for me, I was really afraid to take that leap and start creating my own products. I think it was because I was afraid of failure, and I was also afraid..... or I wasn't afraid but I just wasn't sure what to create. You know like when you're first starting up, you think "oh what do I create" and then "what if it totally bombs" and I guess those are just silly things to think about. But I think a lot of people also get caught up in the technology, and not being able to figure out how to put it all together. That stops me sometimes still.

Kim: Yeah, absolutely.

Lisa: It's like not knowing how to get it all together and put it together to get it out there in the market to sell. So I would say being afraid to step out there, put your name on a product, and I mean you're doing a big thing when you're putting your name on something. Your name is pretty huge.

Kim: For sure.

Lisa: So you put your name on it. You're afraid of that. You're afraid of the failure aspect, and also technology's pretty huge. I mean people just don't know by osmosis how to put up a digital product or something online.

Kim: Actually you raise a really good point about the technology. Because you know what, that's been a struggling point for me. I am learning. But, but yeah that is true.

Lisa: Yeah. It takes time when you're learning.

Kim: Definitely. So I'm just kind of wondering, what made you decide to create your first product?

Lisa: Well, I knew I always wanted to do it. I remember learning about having your own product, and that was the original thing that I was going to do, and I got sidetracked all over the place because I wasn't sure what to create I guess. Plus I felt like I had a whole lot of learning to do.

But finally I was like, "forget it! I'm just going to do it." I need to do it, I need to step out. You know, just get out of my comfort zone, do the thing I planned on doing from the beginning anyway. So I created a free report. That's what I did. I thought, "well, I'll see how it goes," but I was learning how to do certain things. So I knew other people were struggling with that, so I just put together (an information product on) how I did keyword research, and put it out there. And I ended up getting a lot of great feedback, and it was really a good experience.

Kim: I think that is another important thing to remember too is that, we often don't give ourselves enough credit for how much we do know and how much we've learned compared to the majority of the population out there, right?

Lisa: That is so true, yeah.

Kim: I was just talking to a friend on the weekend and my 12-year-old daughter, for example, she makes videos with Windows Movie Maker. She knows how to dress up images through screenshots, and she's always downloading new software, and in fact, she actually shows me how to use some of it sometimes as well. That would be a great idea, I was thinking, of a product. There's a lot of people who don't know how to do that. That would be an example of information product that somebody could create, right?

Lisa: Definitely! That's great. Yeah.

Kim: Just remember that, you need to break down all the steps because you take for granted what a lot of other people who may be just beginning (their online careers), or who aren't familiar with, or just don't know what that technology that is out there, so that you can help them make it all come together!

Lisa: That's a very good point.

Kim: When you made your first product, did you make it all from scratch yourself, did you do everything from A-Z all on your own, or did you use outsourcing, or how did you go about that?

Lisa: Well on the first product, I just basically wrote up a tutorial. So I did it. I didn't outsource anything, but as I started creating different products, I definitely outsourced. I'll get maybe a basic ...something written, like it depends, because you can have information products in several different markets, right? Some things I like to have my own (voice), like the things that I'm branding myself around. You know, I want to do a lot of that work but there's other ...

Kim: Like your own voice, you mean?

Lisa: Yeah. Like my own voice and things like that. It's kind of hard to outsource that. So what I'll do is use PLR, which is perfect because there's a ton of great PLR reports and articles out there that are actually very similar to my own voice. There's tons.

Kim: Right!

Lisa: So I've used that before, where I just used bits and pieces of it and changed it around, and then put my own experiences in it. But it saves so much time, and it really helped me to flow in my thoughts just by taking somebody else's report... PLR report....and switching it up. I've done that before and it's been a tremendous help.

Kim: Yes

Lisa: ...and super easy to do.

Kim: It gives you ideas. The PLR can help give you ideas and then you just have kind of a base to start from.

Lisa: Definitely. Yes, and it flows and it helps you flow in it, especially if you're pressed for time. You get in there and, you know, it makes up the paragraphs and it just really helps you get that done fast.

Kim: A time saver. Exactly.

Lisa: Yeah.

Kim: So because your area of expertise then is as a PLR provider and an online entrepreneur, your products have been in the online area. But what do you say about info. product creation.....is it only for internet marketers then?

Lisa: Oh, definitely not. No way, no way. There are so many markets to get into online where you can turn practically..... I say if people are buying in the market, then you can create something that they're going to want, like digitally in any almost any market where people are buying. It just depends on what you're doing. Like for instance, I worked on a project with my husband. He is a nurse assistant and he found that it was really... he's actually studying for nursing but being a nurse assistant, you had to take a State test and everything.

Kim: Right.

Lisa: So what we did was we compiled his study guide notes and different audio for the skills test and different things that the people in that market are actually looking for, and we put it together and made a product out of it. So it was a study guide and an audio, and we put it together and we sell that every month. Every month, it sells.

Kim: What a great idea!

Lisa: Yep, and it's really cool and I love that. And we haven't done any marketing at all yet on that. We just put it out there and it sells just from organic Google traffic that comes to the site from the keywords. It's such a targeted market so it was very easy just to set it all up and then get traffic coming, because it's so small. You know it's very....what word am I looking for? You know what I mean.

Kim: You have that traffic coming. It's... I know what you're saying. I just can't think of the word.

Lisa: I guess I'm just thinking of a niche market. You know it's very small.

Kim: Right.

Lisa: So you get traffic organically and he makes sales.

Kim: So organically to a website then..?

Lisa: Yeah, to a website. To a blog and then on a blog page is the sales page, and they can download from there.

Kim: That's a good idea, because there are different places where you can set up your information product. I'm getting a little bit ahead of myself, I think. We'll get to that a little bit later, but that is one area where you can put it, like you said, on a website or a blog. It's one way to attract traffic to your product that you're making.

Another question I have for you though is that most people tend to get overwhelmed with the thought of creating an information product. I know that before I created my first information product, I was so overwhelmed.

What would you suggest to the listeners on where they should even begin to start when they want to create a product? For example, do you have steps that you follow in order to do that?

Lisa: Well, the first step is to know what market you want to go into. So it's very important to narrow down what market you're going to concentrate in. So like if you are in the weight loss and nutrition market or something, you want to narrow it down to something like: Are you going to target women or men? Are you going to target older women or younger men? You know what I mean, like you would have to really pick your market and then define what is it that you're… what are they looking for, what can you give them because they would be…

Kim: In other words, you're looking for that target market. You're not trying to sell to everybody out there. You're trying to pick a specific group, especially in a competitive niche like fitness and that sort of area and weight loss. You do exactly what you're saying; you need to pick.... to narrow it down.

Lisa: Right. You have this big market, but you have to narrow it down. You have to have a subsection of that market and then you target that group of people. You know like you have fitness people but then you have runners. You know that would be like a specific group. What are runners looking for online? You can go to the Google keyword tool and plug in some keywords to see, and that's what I would do. I would plug in some keywords to see what people are searching for, what kind of information are they looking for, and just kind of see where the keywords take me. And then also, I usually stay in markets that I'm very interested in so I kind of have

an idea of what people are looking for. It really helps anyway to create a product that you know is going to be a hit.

Kim: Right. So you're saying that you're starting out by doing your research. So you go to the Google keywords tools. What other ways then do you have of doing your research?

Lisa: I like to look on Amazon.

Kim: Me too.

Lisa: Yeah and just kind of browse through books or just comments. I'm trying to think of...

Kim: I like to read the reviews on Amazon, because they can give you an idea as to what things are missing, because you're looking for gaps to fill, right?

Lisa: Yeah, that's really good. Even in what I was saying regarding the nursing market or whatever, they have a big, huge discussion forum.

Kim: Right.

Lisa: And tons of people come there and you can just browse through the discussion forums like a popular one of whatever market you're in, and kind of just look to see what are people talking about...you know that's great market research right there is just seeing what are real, everyday people talking about. You know, what are they looking for. You know even in the weight loss niche, that's huge too.

Kim: Exactly. Okay. So then once you have your research, then what is your next step? Like after you've decided, you've narrowed down your topic, you know what area you're going to focus on, and then what would you be looking at next?

Lisa: Probably what type of product I'd want to create, or part of the research is also identifying a problem. So I'm trying to find, I want to give them the solution, right?

Kim: Right.

Lisa: So I'm looking at part of that. So we did mention that we are looking for problems too, and then we're looking to see what we can give them to solve their problem. Then it would be what type of product can I create … should I write a report or you know.....

Kim: Like a written report, an MP3 or a video, that's what you're talking about?

Lisa: Yeah, correct.

Kim: Right. I guess the other thing probably is looking for a target market that is accustomed to spending money is probably …

Lisa: Definitely. That's why I go for huge markets that are competitive markets. I mean you think of just the basic things that people want out of life. I mean you think about in a sense....you're looking at money, business, careers, investing..... that all to me is grouped together. Then you can look through relationships, marriage, dating, I mean everything that is.... things that as humans... what we are after. You know those things that are big markets, that are evergreen markets, things that are always going to be around, right?

Kim: Right.

Lisa: So you got, you have your… these are just things I'll just stay, I mean you can just stay in one of those markets and make all your products in one market too. You don't have to go all over and be scattered or anything like that, because there's going to be a ton of opportunity even in one market so you have…

Kim: Lisa, you raise another good point with that about having a ton of products in one market, because it's great if you can produce a number of different products in one area and not just do the one product and then that's the end of it , because there's just not enough to teach people about (in other words, you want to choose an area where you can create more than one product on various topics in that area).

Lisa: Definitely, definitely. That's why you want to go for those bigger markets but you just want to target smaller topics and you want to have several different products so that you can create which, maybe we'll talk about later, but just sales funnels and other ways to create more revenue in your business.

Kim: Right.

Lisa: So basically what I was just going to finish saying is that it is always good to look at the basic things of human nature. You got the marriage, the dating, the relationships, business, money, careers. You have travel, free time, things like that, hobbies and sports. I'm sure I'm missing others, but you get the idea. There are things that are evergreen, that are always going to be around. Those are the markets you really want to be in.

Kim: Right. And once you start putting your information product together, then what are some of the different formats you might be able to do it in? I'm not talking so much like PDF's or something. I'm thinking more like, for example, people might be able to do an interview. Well, it's very much like what we're doing right now actually. This could be an information product whereby you're doing an interview with another expert. So you don't necessarily have to be the expert in that area. You can interview an expert. For example, if you know a massage therapist, right?

Lisa: Yes that's right actually.

Kim: You interview a massage therapist. What other kinds of options exist for information products of how you could lay it out....like question and answer format. Those are the kinds of things I've been thinking of. Can you think of any others?

Lisa: I'm not sure what you mean.

Kim: Well, just different ways that you could approach making your product. You know there's different ways.... like you could write it up as a report. You could maybe do it as a question and answer kind of format.

Lisa: You could even create a community or a membership site or something where you are producing something on a monthly basis for somebody or you know for your target market.

Kim: Yes.

Lisa: I was thinking...well, we said video and audio. You know digital things right?

Kim: Yes.

Lisa: We could create CD's and DVD's as well. You could create case studies and, I'm trying to think of…

Kim: I guess another thing I can think of off the top of my head is even just interviewing. It could be in writing maybe. You can interview a number of different people, for example experts in a particular area and then putting that together and compiling that.

Lisa: Right, compiling it together. And then the other thing is that if you can create several types of products….. like you can have a PDF, you can have maybe a piece of a software, you can have a video, you can have audio, and you can end up webinars. Great teaching methods, you know.

Kim: Yes.

Lisa: (Webinars) are a great way to get a group of people together and then you can kind of pick and choose and maybe bundle things together, and offer even more value to your market.

Kim: Exactly, exactly. So for the listeners who will be listening to this, if they're going to be creating a written information product and they don't like writing or they're not good at writing, what kind of options exist for them in order to create that information product?

Lisa: You brought up a great point as far as interviewing goes. That is a great way to get content that you are not having to sit down and just having to write or create. We also have mentioned using private label rights content which is really great to use. Even turning that content into a video. That's something that I haven't even really tapped into yet and I want to. I have that on the back burner…taking content, written content, or PLR content, and just maybe talking into a video about it, or even recording myself with an audio. That way, you don't have to come up with any ideas off the bat. Like if you want to get started quickly, then a great way is to grab that content that's already great content written, and you bought it for your own use so you might as well use it and turn it into a video or an audio and sell it.

Kim: And the thing is, you can take that content and you can repurpose it in so many different ways. So you may be able to use it in written format, you may be able to use like you said in a video format, whether it's on a webinar or uploading something to YouTube, or even creating a course for your subscribers. There are just

so many different ways - you could turn it into an mp3 because so many people are on the go nowadays. They've got their iPods on at the gym. They want to listen to it rather than read it.

Lisa: Yeah.

Kim: All of that adds value as well. So take your content, take that information product you're creating, use that PLR content to make your information product, and then just repurpose your PLR in a number of different ways. Then you can have a few products put all together as one or a number of different ones and just add different things to each of them.

Lisa: Yeah, those were so great of ideas. They really are great ideas.

Kim: Yeah. So I guess one of the things you see every once in a while, is you see/hear people talking about "PLR is dead." This call is not about PLR necessarily. I know you can use PLR for information products. But I thought we should address this concern on this call, because it is stirring up some fear in people's minds. If you go on forums, you'll see people talking about that. What is your… how do you respond to that comment of PLR being dead?

Lisa: I laugh.

Kim: Yeah.

Lisa: I mean it's absolutely ridiculous, because PLR is just a starting point. It is just a piece of content that's been written before that can be used...like use and repurpose and it's usually really great content. But the PLR that I think is coming out these days is really great PLR, and it's just so funny to me that somebody would say it's dead. I mean its private labels, like when a candle company uses somebody else's labels for their candles. People do that all the time in business, not just in the online world but everywhere you know, and throughout many different companies. It's just crazy to me that some would think it was dead. I mean why? You can take that perfectly great content and put it into your own product, and put it into your own marketing, and it's just...it's silly.

Kim: I think it depends too on how you want to use it, right? I mean, I guess that if people are thinking they're just going to be lazy and they're just going to slap things

together and that sort of thing. You know what, then it may not work for you. But if you put some work into it and you create a real business using your PLR, then it can go a long way for you.

Lisa: That's true, and I think that a lot of that "PLR is Dead" that is coming from that point of view, from people who want to just slap up really inexpensive content. You know, just get a whole bunch and just throw a whole bunch up on their blogs and get a whole bunch of traffic from Google. I mean those days might have existed at one point, but they surely do not now. So you can't just take PLR content and throw it up on your site and expect something to happen. So I think you're right. I think it's coming from that point of view. But PLR is not, it shouldn't be used that way. I mean if you want to get the most out of your PLR, it should mix in with your own point of views and you should use it as a starting point.

Kim: And you should show your personality as well.

Lisa: Yeah, definitely.

Kim: So just getting back now, once people have created their own information product in whatever matter that may be, whether they created it themselves or they used PLR to create it, then comes the sales page. How do you create a sales page for your information products, and do you think it's even needed?

Lisa: Yeah. Well it depends on what you're doing. But for the most part, if you're going to be creating a new....if you're new to it or whatever, you should. Like if you already have an email list built up and your audience knows you, and you created something. You don't always need a sales page, but I highly recommend it. You probably will use a sales page for your info product for the most part.

But basically, your sales page could just be a page, like we were talking about previously, on your blog. Sometimes how I like to market it is to put up a blog full of information regarding the market that I'm in, like the nursing example (with) the nurse assistant. There's tons of questions being asked. People want to know information so I would write a post about that, and then have a separate sales page and I would actually drive the traffic to the sales page through my content. The sales page would be another page on the blog that would show what this product is going to help this person do....who buys it.

Kim: Right.

Lisa: You can also set up an independent sales page as well. We might have discussed this before but you put up an opt-in, a squeeze page.

Kim: Squeeze page.

Lisa: Yes. Exchange an email for something free that they get so you can start collecting and building your email list and then send people to a sales page from there.

Kim: Right. Okay and how do you determine how you're going to price your information products?

Lisa: Well, I like to look around at similar products first to see what other similar products are selling for. I usually do that but it depends on the market too and it depends on what type of product. I would say that having videos and/or webinars, you can price your products a little higher. But you definitely should see what's going on and get a feel for what's happening in the markets. That's definitely going to play a part. But I know that a lot of people do get into undercharging. So it's easy, so easy to undercharge and a lot of times, it just ends up hurting your business. So you have to be really careful on how you end up pricing it, but you want to price it at market rate. Just don't underprice too much.

Kim: I guess there's really no magic formula to how you're going to price your product. Like you said, you can look at other products that may be in the market that are kind of similar. But perhaps if you add something of more value to yours as well, then you may be able to charge a little bit more for it. But I guess you can always look at it too that when people are starting out with pricing their information products, it never hurts to start out with a particular price point, but you can always raise it later.

Lisa: Yeah. That is a good point. You never want to start high and then bring it down.

Kim: Yeah.

Lisa: You always want to start low and bring it up. So that's a good point. I mean sales and marketing gurus and stuff, always talk about having a lower-priced point product to get people in your sales funnel. You know, so you have a lower-priced

product. That could be whatever between $10-$20. You know, you could create something at that value to get people in to see, and just go overboard with how much value you give them. Continue to give them other offers that are higher, you know throughout your marketing funnel but…

Kim: Or you could even combine. Another idea you just gave me, is you could even combine. For example, if you have a number of products in similar areas, combine them all and sell that whole package at a higher price later.

Lisa: Definitely. That's a good idea.

Kim: That's another way to do it. So there's a few different areas or ways you can do that. So where are some different places then that people can sell their information product once it's completed? Is there somewhere that you prefer, and why might that be?

Lisa: Well, it really depends on what market you're in. But if you're selling a business or marketing a "make money online" type of product, like if you're in business and maybe there's other places even online, but within the business world, there's a forum called The Warrior Forum that's a great place to maybe get started because you can get a lot of views for your product at a pretty cheap price comparatively speaking.

Kim: As well and the other thing, right Lisa, is if you join The War Room you have to pay to join that but if you join that, you have to give your product away for free or is it for free or is it a really good.. I think it's for free.

Lisa: Yeah at the War Room?

Kim: Yes.

Lisa: Usually people give it away for free.

Kim: But that's a way to get people to notice you as well. I mean you're not going to make money on it right off the bat, but it may lead to sales in the future. This is another way if you're giving away a freebie.

Lisa: Yeah, there's The War Room. Yeah that's a good thing to do – to post in there

or the classified ads or the Special Offers section.

Kim: The Warrior Special Offers, yeah.

Lisa: Or you can just mix and mingle with people. Forum marketing still works. I mean especially if you drive traffic to a free sign-up page or a free opt-in or squeeze page. If you have something free to offer, if it's a really great free offer, you can collect email addresses very easily and you can start promoting to them....not just promoting to them, but giving them awesome value for opting in. And then down the line, give them offers, because you can't make money unless you make offers.

Kim: Right. So building those relationships with them once they're on your list and then giving them... you know, promoting offers that they may be interested in.

Lisa: Correct, yep.

Kim: So do you ever use places like Clickbank?

Lisa: I have not. No, personally I have not although I was actually thinking about doing something with Clickbank soon, but I've never done it before so it's kind of unfamiliar territory.

Kim: Because I did have one product on there. The nice thing about Clickbank is you have all their affiliates, right? You don't have to look for the affiliates. They're there ready to promote your products. So as long as it converts, you'll get more and more affiliates.

Lisa: That's interesting, because the whole affiliate thing is really interesting. I mean there's these new payment processors, actually it's not new because you know, Warrior Plus and JV Zoo.

Kim: You know what, I not as familiar with those but I have purchased through JV Zoo.

Lisa: These are platforms that give you the opportunity to get instant affiliates as well and also, you can set up Dime Sales which really work well. You know, like "10 more left at this price" or "one more left at this price - buy now" kind of thing.

Kim: Is that through those two programs, through Warrior Plus and JV Zoo?

Lisa: Yep, you can do Dime Sales and it tends to work a little better to do these (Dime Sales). I‘ve noticed people want to buy quickly before the price goes up.

Kim: Well I know it works for me on the Warrior Forum when it's a Warrior Special Offer and they do the Dime Sale through there. I know it gets me acting.

Lisa: Oh no.

Kim: Because I want to buy before it goes up.

Lisa: You want to buy before it goes up. Exactly, it really does work. It is psychological, and I think that it really does work. Those are two platforms that actually will get your offers seen as well by affiliates. And affiliates are a funny thing too because you want affiliates but at the same time, a handful of really good affiliates beats out hundreds of affiliates here and there.

Kim: Right, exactly. So okay, so then, what are some ways that you use in getting your information product noticed? I mean I guess there could be a little bit of a difference, because people know you now. So how about for people who are just getting started with their first information product, how… what would you recommend so that they get their information product noticed?

Lisa: I really, really wish I had built an audience first. I think that is so key, like get started blogging in the market that you want to be in. Put up a blog, start putting up a lots of helpful information first before you even create your product or at the same time or before you launch or before you’re ready to sell your product. It’s really, really helpful to just get up your blog and start blogging on a consistent basis and start connecting with people, and start building your email list. That would be like number one. Provide something of great value that you can exchange for an email address right away. A squeeze page, put that up right away.

Start building your list, building your audience as a whole, you know, through your blog and through social networking through Facebook and Twitter and things like that. Get people to get to know you before you actually launch your product and that would be huge because you’ll be able to even get feedback as you’re doing it. Sometimes when I create products, I let my list know that I have something that I’m

making or creating and I want their input in and people respond to me. And I'll give them free copies and I'll do things like that. I don't care that I'm giving it away. I want to know what they really think about it, and what can I do to make it better right off the top before I sell it.

When you have an audience like that, you can do so much. You can do surveys through Survey Monkey which is free, and you can just create a product that the people who are in your audience and who are in your reach, you can make a product for them. Then when you're ready to sell it, you're going to get sales immediately through that.

Kim: It's a great way to do research, isn't it? Because if you've been a building a relationship with them, it's like getting to know friends and you know what they're looking for already.

Lisa: Definitely, yes. It really does. It's really great for you, because you can you can tailor that product to exactly what they're looking for, and you can get testimonials up front which is another key piece to having great feedback (and you can use those testimonials) to put on your sales page. You want testimonials. You want other people to see that other people really like the product and this is another way to do it up front.

Kim: And I think, just in what you were talking about, one of the points you made a while ago, although you didn't say it but this is what you meant was, what it comes down to is that people buy from people right? And they want to buy from people that they like and trust. So I think your idea of just blogging and not necessarily selling to them right off the bat, just developing those relationships and finding out what they want to know, what they need to learn. I think that can go for a long way in being able to cater that information product specifically for what those people need and want.

Lisa: Yeah, and you have to remember that you are building relationships and that these people who are going to buy from you will, especially if you make a great impact on them like that. Like you're there to help them and you should be thinking like that. They're going to come back and buy from you again and again with new products.

Kim: And that's the way you really will build a long-term business with this, with the information products business, because there's people where their business is

information products and that's how they've built it. But it definitely comes through knowing the people that they're providing these (information products) to.

Lisa: Yeah, yes definitely.

Kim: So here's just another question I'm wondering. I guess we kind of mentioned a little bit of this already, but what are some other ways that people could use information products other than for sale?

Lisa: Well, yeah. We talked about the squeeze page a little bit. So you don't have to sell your information product. You could give it away in exchange for an email address, because you really should have something to give that you would actually sell. So instead of selling it, you could give it away and you could also use the information product as a bonus in maybe one of your other offers. Or you could use it as a bonus in someone else's offer, which is really key, because if you have somebody who's selling something that you've built a relationship with, then if you promote their product, then you can give them your product as a bonus. People who buy their product are going to see your product, and then people, if they really love what you have, they're going to come and check you out.

Kim: That's a great idea.

Lisa: Yeah and that's a great way to get your name out there, and I'm trying to think of other ways. For example, I've actually been looking into different things. For example, on social media, instead of selling the product, giving the product away for a "tweet" or a "like" on Facebook.

Kim: Okay.

Lisa: I've been looking at that stuff, doing that kind of thing so you can kind of grow your social proof in it, if you will. So you can use your....basically your information product is leverage whether you are selling it or not. I mean you can also say, "hey" to someone else that you might want to JV with. Like I said, you could use that as a bonus or you could partner up with somebody and the two of you could sell your products together, same kind of a thing but a little different because you could make money rather than just giving it as a bonus to somebody else. But there's lots of ways that you could leverage your information product other than directly selling them. Then later, because products have usually a short shelf life, you can bring them back out and re-launch them. But in the beginning, they have

this ….they sell and then they kind of fizzle out or whatever. It depends on what you do with them, but you can breathe new life into them again by combining some of your other products that you've created a while ago and cycle them through again. So your products are never going to be useless. I mean there'll be something for you, somehow that you can use them.

Kim: Especially if you're creating an evergreen product like you mentioned before, right?

Lisa: Yes definitely, because evergreen is not going away. People are going to have the same problems in 5 years from now.

Kim: Yeah exactly. So that comes to the conclusion of our interview. Is there anything else you'd like to add Lisa before we end this call.

Lisa: No, just that creating information products is not as hard as some may think and there's no reasonto feel like I did in the beginning, and that things get easier with time and the more you do something, the better it gets. So I would say jump out there and definitely start creating your own information products. It's very well worth it.

Kim: I think the key is just to start doing it and you'll learn it. I don't know but how I learn is through doing something, and I struggled with the same thing….that fear, that feeling of being overwhelmed, but when you start doing it, then it starts to come together. So if you just take baby steps, and then the next time you do the next one, it should be easier as well.

Lisa: Yeah, and as long as it's not like a year in between.

Kim: Exactly.

Lisa: Just get out there and do it. Take action. It's so…it can seem so scary but when you start doing it, it's easy.

Kim: Yeah, you don't want to take a year to create one information product.

Lisa: Oh no. I mean…

Kim: No, no.

Lisa: 30 days tops! In and out, get it out there. I was actually going to make a goal for myself of creating a new product every 30 days for the next year. At the end of the year, you have 12 products that you can mix and match and bundle and I'm talking about in one market!

Kim: Exactly!

Lisa: You know, it's better that way.

Kim: Exactly! Yeah exactly, yeah exactly what we talked about at the start.

Lisa: That's it!

Kim: Alright, well thank you Lisa for being on the call.

Lisa: Thanks Kim for having me.

Kim: Okay. Well you take care now, okay?

Lisa: Okay, thank you!

Kim: Okay. Bye, bye.

Lisa: Talk to you later.

Kim: Yeah. Bye, bye.

For more information, please visit:

Kim at Buy-PLR-Products.com and The Online Chick

Lisa at PLRaLaCarte.com

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