

How To Create Hot-Selling Info Products

...Without Writing A Word Yourself

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Creating Hot-Selling Info Products Is Easier Than You Think...

The best job in the world is one where you make money while you're doing something else like sleeping, or having a good time with family and friends!

Just think how great it would be to wake up in the morning knowing you are richer than the night before!

You might be reading this and thinking "Yeah right, dream on!" On the other hand, you might just be thinking "Show me how!"

If you are in the "Show me how!" camp, then what you are about to read has the potential to change your life.

Think of it like this...

The best way to generate income online - and build a proper online business - is to have a high-demand product or service to sell.

Nothing new there.

The product could be an ebook that gives detailed or inside information on any given subject. It could be a piece of software that makes life easier. Or it could be a 'how to' video that shows you how to..., well, whatever.

Once you have your product, you start selling it online via a website. It can be selling away 24/7 - even when you're sleeping!

There is, of course, a downside to this scenario... you've got to go through the whole process of developing a product that you can sell.

For most people, this is where the dream ends.

Let's face it, for the vast majority of us, the idea of creating a product from scratch is just WAY too much work! Where would you even begin?

Most people who are new to the Internet, or even some who have been around for a while, believe that they can't create their own ebooks (or CD's, videos, etc.) because they can't write.

But, nothing could be further from the truth.

What I'd like to show you through this special report is that you CAN create your own ebook and other products. And you can do it **fast**! Even if you've never written a word in your life! (If you're new to the field, your main challenge may be getting recognized as an expert. But creating your own products will be easy once you learn the shortcuts and tips in this ebook!)

You see, it's all about 'perspective.' The first time you see someone riding a bicycle, you immediately say "That's not possible" or "I can't do that." And, maybe you're right to some extent. You can't ride a bicycle **yet**. But, that doesn't mean you can't ride a bicycle **ever**.

You just have to get on it, stumble a few times and before you know it, you're balancing a metal frame on two wheels! Something that seemed **impossible** just a few days ago.

It's the same with writing an ebook. In fact, it's much easier than learning how to ride a bicycle.

The trick really is to just get started. Just start writing and let your thoughts flow. Don't worry about spelling or grammar or sentence structure or formatting or any of that. Just get the information **out** of you. You can edit it later. If you edit while you write, you interrupt the flow of ideas.

You can also use a tape recorder and just talk freely into it. Imagine you're talking to a friend and you're giving her advice about X (where "X" is the subject you want to write about.) When you're done, you can type it all out into your computer, or get someone to transcribe it.

What people should realize is that you don't need to be an English major to write an ebook. Just write the way you talk to a friend. Then, have someone read it out loud and see if either of you can find any area that sounds choppy or confusing. You can also get a college student to edit it for you, if you're not comfortable doing your own editing.

Anyone can write an ebook.

But writing the ebook yourself is not what I promised I was going to show you. Is it?

I promised I'll show you 'How To Create Hot-Selling Info-Products That You Can Sell For Profit Like All The Informarketing Gurus Do Without Writing A Word Yourself'.

So, Here's 'HOW TO CREATE HOT-SELLING INFO PRODUCTS WITHOUT WRITING A SINGLE WORD YOURSELF...'

Creating hot-selling Info-products is so easy, all you have to do is break away from the limitations of the 'standard' way of creating them.

In other words, you don't have to do all the work yourself! In fact, if you get a little creative, you won't have to do *any* of the work!

You don't even have to know a thing about the subject that you'd like to create a product on.

The strategies provided below will definitely get your brain firing on overtime if you implement them. Here we go:

1. Interview An Expert

The fastest and easiest way to come up with a high-value product is to interview an expert on the subject which you want to write about.

You would entice the expert by reminding him of the free publicity he/she would get from your promoting the interview.

The more well-known the expert is, the more marketable the finished product will be.

You can also interview several experts and compile all the interviews into one product, in order to cover different angles and strategies on one subject.

Or, you could pick a general subject, break that up into sub-sections and then interview an expert for each sub-section. For example, if you're creating a product on 'Internet Business Success,' you could interview an expert on product creation, another on copywriting, and another on marketing strategies, and so on.

Your interview can include a set of specific questions, or just one question that requires a detailed answer.

You could also ask the expert to offer you a step-by-step plan that readers would be able to follow to get to their goal. (The easier you make it on the reader, the more likely will he be to buy your product.)

There are various formats you could choose to conduct and publish the interviews. You could simply send the questions to them via email and publish the answers into a report or ebook format. You could also choose to meet the expert one-on-one and record the interview, or you could conduct the interview over the phone and record it that way.

If you choose to record the interviews, your product package could then contain the audios as well as the typed up transcripts. Your pricing would also vary depending on which formats of your products you provide.

Heck, you could even video tape the interview and sell copies of the recorded video.

2. Record Your Own Tips and Advice

If you're an expert in a subject yourself, you could get a friend or partner to ask you preset questions and record/transcribe those.

You could also do a (free or paid) tele-seminar, record that and turn that into an instant product. Offer it as downloadable audios, an actual CD, or just the typed up transcripts.

A similar strategy can be used on live seminars. You can either video tape the seminar, make a audio recording of it, or both.

You could just as easily invite other experts to join you in the seminar and turn that into an instant product.

Of course, these days, you can also do a webcast i.e. a seminar via the Internet, record that and turn that into a product.

3. Turn Existing Content Into Products

You can just as easily contact a bunch of experts and ask them to submit their best articles or reports on a particular subject. Then, compile them into a larger report or even an ebook.

Each expert gets to include their web links at the end of their content so they get free publicity from the submission.

You could further get instant exposure for your newly created product by giving all the experts who participated the first chance at selling the product to their own customers. (You can also use this strategy with interviews.)

The same idea can be used to borrow/reprint sections of ebooks, audios, or even existing videos. Contact the author and ask for permission to reprint the content in exchange for free publicity.

If you want to create a product for the 'copywriting' crowd, you could contact several copywriting experts and ask them to submit a sales letters that they wrote for one of their products. You could compile all the submitted letters into one mega collection of "proven salesletters."

You got an instant product!

You could take this idea further and ask each expert to break the letter apart and explain the specific techniques they used to create the letter. That added information could easily double or triple the value of your 'proven salesletters' package.

4. Update/Republish Existing Information

Find an ebook/manual that's at least a year old and ask the author/publisher to update the information. For example, you could approach the author of a "free classifieds" directory and offer to help update the information to include all the new resources that came about since the directory was last published.

You could also approach the author of a printed product and ask to convert his product into an audio CD...or visa versa.

How about taking an ebook on '**Home-based Business Tips**' and modifying it for the '**Home-based Export Business Tips**' market.

5. Co-Create A Product

Another way to save time is to ask an expert to co-create a product with you. If it's an informational product, you could both write it together, and split the workload. The product would be finished in half the time.

The same can be done by involving several experts/authors. Each one would get assigned a portion of the work, say one chapter per author, if it's an informational product.

6. Help Finish Incomplete Projects

Most successful product creators, especially informational product creators, have at least one unfinished product. You can offer to help them finish it. The profits and exposure can be shared between the two of you.

This can be applied to ebooks, reports, manuals, manuscripts, even software/scripts or non-informational products.

7. Use 'Private Label' Content

Private label rights offers you the right to insert 'your name' as the author of the product. You don't have to write a single word except type in your name and website info.

You could either pay for these rights with cash, or barter/trade using your own products and/or reprint rights.

Remember, you can also use *private label articles* to create ebooks, audios, and even physical products like printed books and compact discs.

8. Hands-On Video Or Camtasia Presentations

Another super easy way to create a high-value product is to create a "how-to" video or computer presentation simply by recording yourself (or an expert) while working on the project.

For example, you could create a "how to" product that teaches others to use/learn the features of Microsoft Word by recording yourself using MS Word and explaining the features.

Most people prefer listening over reading, and watching over listening. They want 'easy.'

9. Create A Package Using Existing Products

Approach several product owners and ask them to donate their product to your project, in exchange for publicity and a cut of the profits. Once you have a bunch of products from different owners, package them together and sell the bundle for an attractive price.

Also, allow each owner/participant to promote the site to their own customers for a cut of the profits.

It doesn't cost you a thing AND you get to build your own list fast!

10. Public Domain Information

This is another strategy/topic that's hot right now. Look for public domain information and republish, re-author, re-title and/or repackage it.

You could also go after out-of-print informational products and work out a deal with the original publishers/authors.

11. Checklists and/or "Top 10" Lists

Create (or ask an expert to put together) a simple checklist that one could use as a guide. For example, you could put together a 'travel checklist' which travelers could use to ensure that they have everything they need before they leave.

You could also use the same idea to create a "Top 10..." list for any subject. Example: "Top 10 Ways To Increase Your Website's Profits," etc.

12. Hire a Ghostwriter

Of course, if you want an easier way to do it, just hire *someone else* to write it for you. You can go to a site like elance.com to find a ghostwriter.

Hundreds of marketers are releasing products every day using the above strategy. They don't have to write a word of it, and they don't even have to be an expert on the subject! It's one of the easiest ways to come into this business and start making money quickly!

So that's it friend, it's that easy. What you need to do to make continuous income from this business model is to rinse and repeat the process again to churn out your next Info-Product.

Wishing you success in your Infomarketing venture.

Lordson Okpetu,
The Information Marketing Biz Guy

P.S:

An Easier Alternative Still...

*You can start your own **Infomarketing Business** today!*

How?

*Don't worry, I've done all the work for you. I have put together a **magic kit** containing over **7,000 PLR articles** you could use to kick-start your own Infomarketing business today.*

You can use these articles as you like. You can use them as contents for your blog, you can submit them as articles on articles directory to generate traffic for your blog, and you can put them together as eBook and sell. Just put your name on them, sell them and keep all the profits.

Click here to grab your own kit now!