

Digital Product School

Solving Problems Is Profitable

- To generate profitable digital products, they need to solve a problem
- Make sure the problem it solves has a mass audience
- If in doubt always go for niches which all already proven to sell well
- If a product already exists, that is a good sign, this should not put you off, you can always create your own version with your twist
- People buy multiple products in the niches they have interest in
- A product that solves a problem people are looking for quickly and easily is a sure-fire winner.

Introduction

- Having your own digital products gives you the ability to generate a 6-figure online business which will sell for you online 24/7, 365 days a year on autopilot.
 - Selling information products are not only cheap to produce, they are also very easy to produce.
- A successful info product is one that gives people information, usually a solution to some sort of problem.
 - Information products can be made in video form, as an eBook, or as an audio recording.
 - Creating digital info products is a lot easier than you think (when you know how)
 - Your product doesn't need to be perfect
 - Your biggest hurdle to overcome in actually creating your information product is your mindset.

Find a USP

- To stand out from the rest of the crowd, you need to be unique
 - Come up with a unique twist or angle to your products
- Very important when entering niches with lots of competition
 - Target sub niches of your main niche if applicable
- Find winning products proven to sell and add your unique twist

Power of Branding

- Having a brand makes you appear unique
- A brand identity will provide you with customer loyalty
- Use a consistent brand theme so people recognize it
- If you don't have design skills, outsource them cheaply on freelance sites
- Get a logo made for your brand

Creating Digital Products

- Digital products come in all formats, eBooks, video, audio etc.
- Choose the right format for your product, a format which will help you explain the solution the best
- Ebooks - you can use Microsoft Word or Open Office
- Video - Use a screen recording tool, or a camera
- Audio - Audacity is a great open-source audio tool for products like interviews
- Get a digital cover made for your product. Design it yourself or outsource it on freelance sites.

Sort Your PST

- PST stands for Price, Sales Page and Testimonials
- Get your price right, base it on your competitors
- Think about giving away some free information or part of your product to free to build a list and then sell your product
- Create your sales page, study the sales pages of profitable products and model the structure
- Come up with a benefit driven headline for the top of your sale page
- Structure your copy on the sale page in small paragraphs, and sub headings. Also use bullet points.
- Make sure your page has a clear call to action "Get Access to This Product Now"
- Use real scarcity. If your product is limited in copies or is closing with X hours, make sure you stick to it, don't say it will close, or say the price will increase and then don't action that.
- Start gathering testimonials to put on your sales page
- Provide free copies of your product to friends, people in forums/ groups in exchange for reviews.

Mindset of Success

- Stop buying multiple eBooks and start using this step-by-step plan
- Take action, consistent action in creating your first information product
- It takes work to get results
- The path to success is all down to you. One person will create a digital product empire with this information and other will do nothing.
- If you ever question is the work worth it, will it work, just know its all worth it and it does work!
- Once you create your first product, make sales and get customers. You have the blueprint to rinse and repeat.

The Sell

- You can have the best product in the world, you need to sell it to people who need it to make profit
- If you have a list, make sure you email them about your new product, offer them a better deal than anywhere else.
- Start sending at least 1 JV letter per day, to get JV's on boards in promoting your launch in exchange for a commission.
 - Experiment with paid advertising like Google Ads and Bing Ads to get customers and sales
 - Offer your product in the Warrior Forum Special offer section if its related to marketing.
 - Start putting your product on marketplaces like Clickbank, Jvzoo and Warrior Plus
- Offer affiliates good commission and support as one good JV can get you hundreds of sales. They do all the leg work in driving traffic to your product.

Conclusion

- Get your product good enough and out there
- Always improve your product over time with feedback from your audience
 - Test, track and improve everything you do
 - Remember to always make your offer unique
- Each little improvement will make your products conversion rate better which equals more money in your pocket.
 - Anyone can do this
- Creating information products to sell online is, I think, one of the most exciting and accessible businesses EVER
 - Get started now!