

Creating Your Information Product



You can place an advertisement for your project on any of the following marketplaces:

<http://www.Elance.com>

<http://www.Scriptlance.com>

Not everyone is born a gifted writer, and if you struggle to write a few lines of text, you might want to consider outsourcing your information product to qualified freelance writers.

If you aren't able to outsource your information product, you can still develop a high quality release by either combining reports and articles into a complete ebook, or in using quality private label content that you can modify to feature your own style.

Here are a few of my personal favorite private label providers:

<http://www.PrivateLabelTreasury.com>

<http://www.PushButtonReports.com>

Another affordable and easy way to develop your information products without paying the high costs associated with hiring freelancers is by purchasing custom reports and then melding them together to form a complete and comprehensive ebook.

You can do the same thing with articles, by collecting quality articles from private label distributors and compiling them into seamless ebook products.



Setting Up Your Sales System

In order to begin selling your information product, you need two things:

- 1) *Website with Sales Copy Reflecting The Benefits Of Your Info Product*
- 2) *Payment Processor To Accept Payments And Deliver Your Product*

When writing sales pages, you want to clearly outline the benefits of your product by breaking down the information into bullet-point format, and using highlighted text to emphasis the important areas of your sales page. You

can also bold or italic segments of your copy using the following HTML commands:

** - Bold**

<i> - Italic

<u> - Underline

When it comes to writing high converting copy, you need to focus on a compelling headline to initially attract attention from those visiting your site.

Consider the most important question

that your niche market is asking themselves, or focus on the strongest benefit of your product.

Your sales page also needs a strong **«call to action»** which clearly instructs your visitors as to what their next move should be (**Click Here To Order!**, etc)

Writing compelling and effective sales copy takes time, but if you split test your



sales pages and continue to improve the weak areas of your site, you will be able to develop a high converting sales page in no time at all.

You can create a Google Optimizer account that will provide you with the

tools you need to quickly split test your sales pages at:

<http://www.Google.com/websiteoptimizer>

The final thing that you will need is a way for customers to purchase your information product. You also want to take advantage of a system that will automatically deliver your products after purchase, eliminating support issues and manual delivery.

One of the most affordable, user-friendly payment processors is available at www.e-junkie.com where you can integrate 'Buy It Now' buttons

or a checkout system into your website within minutes, just by creating your payment links and pasting in a snippet of code.

E-Junkie works with many different

payment processors including

www.Paypal.com and

www.2Checkout.com

You want your sales system to be fluid and easy for your customers to understand, so that they can purchase your product and receive access within minutes. The less convoluted the process is, the better.

If you are interested in collecting leads based on those who purchase your products, consider integrating an opt-in box on your products thank you page so that customers can subscribe for updates, while giving you the opportunity to communicate with your customer base in the future.

