YOUR FIRST INFO PRODUCT

LESSON 1

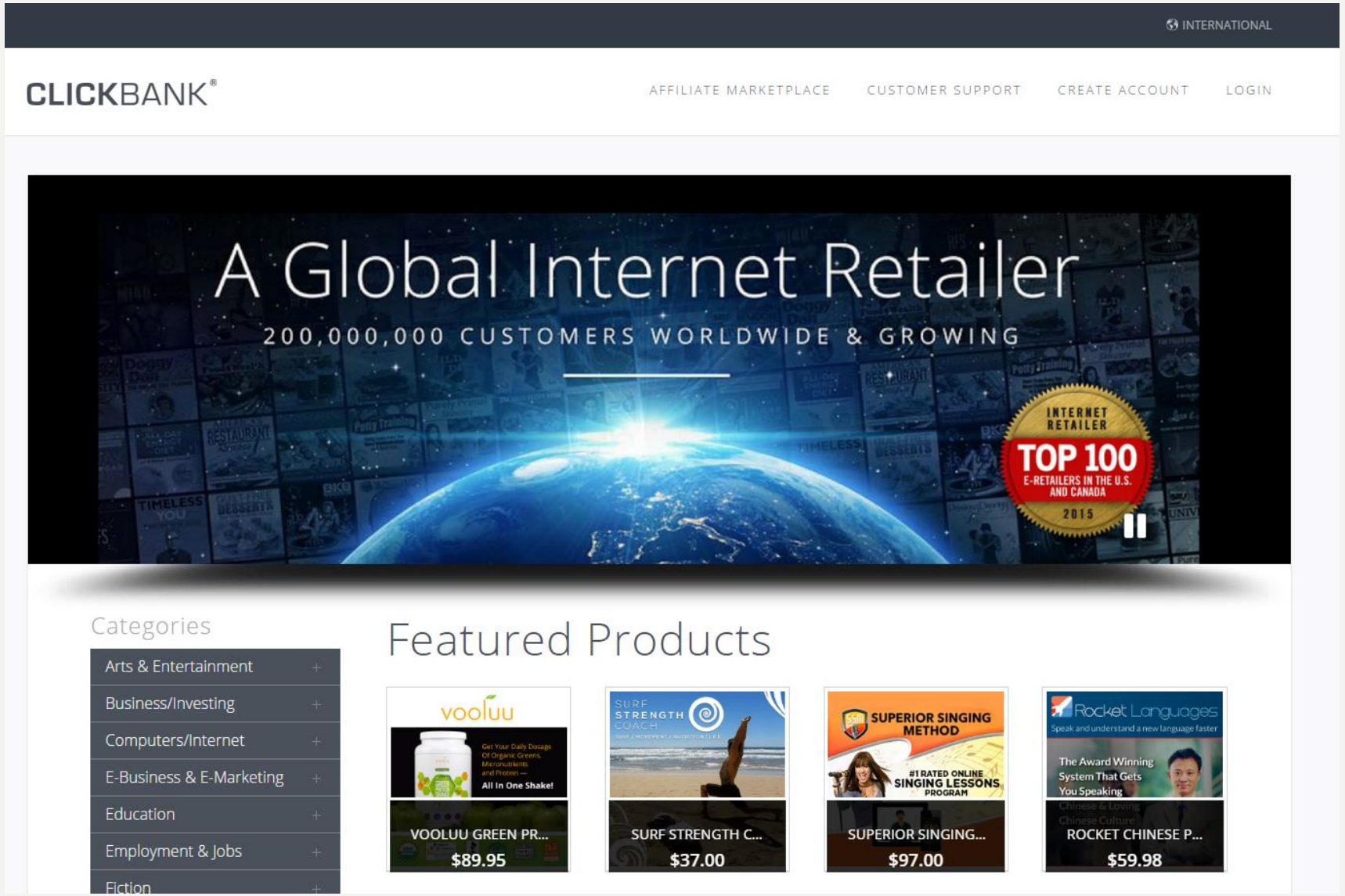
WHY INFO PRODUCTS

- Easy to create.
- Low overhead.
- No inventory headaches.
- Can sell on autopilot 24/7.
- Passive income.
- Credibility builder.
- Easy way for a solopreneur to work for themselves.
- Can run the business anywhere there is an Internet connection.

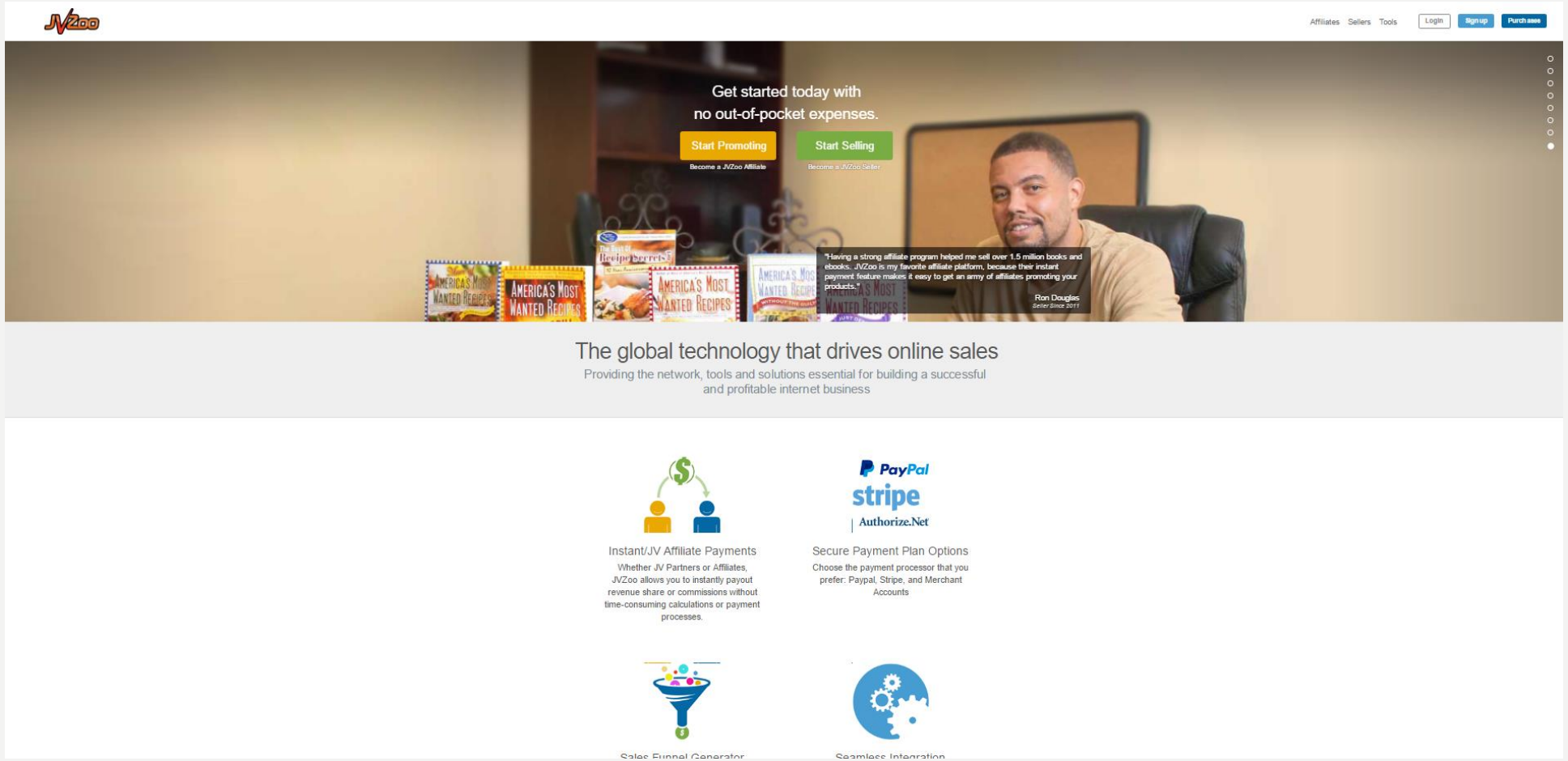
TYPES OF INFO PRODUCTS

- Ebooks
- Videos
- MP3 Audios
- Interviews
- Live Online Trainings

CLICKBANK


INTERNATIONAL
CLICKBANK®
AFFILIATE MARKETPLACE
CUSTOMER SUPPORT
CREATE ACCOUNT
LOGIN
A Global Internet Retailer
200,000,000 CUSTOMERS WORLDWIDE & GROWING
INTERNET RETAILER
TOP 100
E-RETAILERS IN THE U.S. AND CANADA
2015
Categories
Arts & Entertainment
Business/Investing
Computers/Internet
E-Business & E-Marketing
Education
Employment & Jobs
Fiction
Featured Products
VOOLUU GREEN PR...
$89.95
SURF STRENGTH C...
$37.00
SUPERIOR SINGING...
$97.00
ROCKET CHINESE P...
$59.98

JVZOO


JVZoo
Affiliates
Sellers
Tools
Login
Sign up
Purchases
Get started today with
no out-of-pocket expenses.
Start Promoting
Become a JVZoo Affiliate
Start Selling
Become a JVZoo Seller
"Having a strong affiliate program helped me sell over 1.5 million books and ebooks. JVZoo is my favorite affiliate platform, because their instant payment feature makes it easy to get an army of affiliates promoting your products."
Ron Douglas
Seller Since 2011
The global technology that drives online sales
Providing the network, tools and solutions essential for building a successful and profitable internet business
Instant/JV Affiliate Payments
Whether JV Partners or Affiliates, JVZoo allows you to instantly payout revenue share or commissions without time-consuming calculations or payment processes.
PayPal
stripe
Authorize.Net
Secure Payment Plan Options
Choose the payment processor that you prefer: Paypal, Stripe, and Merchant Accounts
Sales Funnel Generator
Seamless Integration

INFO PRODUCTS – STEP-BY-STEP

1. Determine your target audience.
   - What is your ideal customer for your product.
2. Create your product outline.
   - Also create outlines for your OTO products too!
3. Determine your upsell offer for sales funnel.
   - Do not launch without an upsell!
4. Create your info product.
   - Record your video, write your ebook, record audios.

INFO PRODUCTS – STEP-BY-STEP

5. Determine your bonuses.
   - Use PLR material or review your content assets.
6. Write your sales copy or sales video script!
   - Write your sales copy for the OTO and upsells as well.
7. Create your product graphics.
   - Outsource on Fiverr, Canva, PlaceIt.net, PixelStudioFX

INFO PRODUCTS – STEP-BY-STEP

8. Upload product files to Amazon S3 or your server.
    - PDF, MP4, MP3, etc.
9. Create your download page.
    - Include a relevant offer on the download page.
10. Create your download pages for the upsell offers.
    - Monetize your download pages.
11. Create your JV page.
    - Sell your affiliates on why they need to promote it.

INFO PRODUCTS – STEP-BY-STEP

12. Move front end sales copy to sales page.
    - OptimizePress, LeadPages, ClickFunnels, HTML
13. Move upsell sales copy to sales page.
    - Setup your upsells.
14. Setup your product in Clickbank, JVZoo, or your shopping cart.
    - Get your product ready for launch!
15. Start recruiting affiliates.
    - Build relationships with affiliates and post JV page online.