

**No More Excuses.**

**Yes, you Can  
Create your Own  
InfoProducts!**

Even if you Can't Write a Coherent Sentence  
to Save Your Life

by Nicole Dean

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EARNINGS DISCLAIMER: Making money online involves work. Of course, I can't guarantee that you'll make money, in fact you can lose money.

I do, however, hope to hear your success story some day.

## About the Author



Nicole Dean is the Mostly-Sane Marketer. (Ask anyone who knows her and they'll say that the "mostly" part is up for debate!)

Nicole is an expert in Affiliate Management, Affiliate Marketing, and Marketing with Content. But, guess what? She's got a secret... she uses a LOT of shortcuts, including hiring brilliant helpers who make her look a lot smarter than she really is. ;)

Nicole juggles a lot of things, but she does it all without owning a Blackberry or giving out her cell phone number. The reason she works from home is to have the freedom when and where she wishes to work. She enjoys work very much, but lives to spend time with her much-adored husband, her two silly children – and also her two slightly neurotic puppies, Eddy (short for Edison) & Einstein.

In this report, she'll share a few of her strategies that will help YOU to take those same shortcuts. By the end, you'll have an arsenal of shortcuts to get past the hurdle of creating your first infoproduct.

## **Yes, you Can Create your Own InfoProducts Even if you Can't Write a Coherent Sentence to Save Your Life**

By Nicole Dean

Many people look at online business and realize just how much writing is recommended....

1. First you have to write an ebook or report.
2. Then, you have to write a sales page.
3. Next, you have to write some promotional tools like solo ads.
4. And, after all of that, you get to write articles for your article marketing.
5. Meanwhile, you need to have content to send to your list – like an ecourse or followup mailings.

Yowza. If you're not a writer, that may be enough to cause you to run for the hills.

I hear ya. I hear ya. You may not only dislike writing and put it off to do other things first, but you might also kind of stink at it.

I'm not picking on you. There are things that I REALLY stink at, as well. ;)

What am I saying, exactly?

Maybe you **SHOULDN'T** write an ebook.  
Maybe you **SHOULN'T** focus on a small reports business.  
Maybe you **SHOULDN'T** concentrate on a business model that involves writing.

Maybe your strengths should be used to focus on coming up with other ways to showcase your expertise – other ways to build a business that makes money. (Translation: Ways that stress you out less.)

Yes, you **CAN** still create your own infoproduct... without the stress of staring at a blank page.

I jotted down a few ways that you can create your own infoproduct without writing it yourself the traditional way.

I hope they get you thinking.

Here you go:

**Hire a Writer.**

This is a great option. Simply go to a site like Elance.com, Shelancers.com or Guru.com and you'll find many qualified freelancers willing to write content for your website.

This is highly recommended for infoproduct creation – especially if you're stuck or procrastinating. Even if you receive the draft and then edit it to add your personality, you'll save a lot of time and effort verses writing all of the content yourself.

Now the obstacle for this is the cost. There are always ways to optimize the amount you pay and the quality that you receive. You'll learn some of the tricks of the trade as you go. Or you can check out the resource below...

[www.OutsourceWeekly.com](http://www.OutsourceWeekly.com) – Find out how to outsource all the parts of your business that you don't want to do or don't have time to do.

**Partner up.**

Go through your list of online buddies and ask a few to donate content. They'll benefit by getting the free advertising and exposure from your readers, and you'll benefit by receiving additional content for your project.

Go back and reread that. Many people skim over it, thinking that it won't work, but I'm telling you that it does.

For instance, in OutsourceWeekly.com, we have many experts who have shared their tips. I didn't pay a cent for that information. They were happy to do it.

**Hit the Article Directories.**

Places like EzineArticles.com, Isnare.com and FreeAffiliateArticles.com are packed with quality articles that you can reprint on your website, as long as you remember to include the author bio at the end.

Are you looking for reprintable expert articles about Internet Marketing?

Jimmy's are listed on his site:

<http://www.123webmarketing.com/freearticles.html>

Mine are listed here:

<http://www.ladypens.com/author/nicole-dean/>

Search EzineArticles.com & the other sites above for more FREE expert content that you can work into your product.

### **Record an audio teleseminar.**

If you have a microphone or even just a telephone, you can record your voice and stream it online. I, personally, use [Audio Acrobat](#) because it makes it 1-2-3 easy to record a phone seminar. I either grab my headset and click "record" or I call someone on the phone for an interview and three-way dial my Audio Acrobat phone number. Easy as pie.

Then Audio Acrobat has a publish feature that enables me to load the files as mp3's to my hosting, or I can stream them with their publishing tools.

If you're on a tight budget, there are plenty of free programs available now that will probably work just as well. I prefer using Audio Acrobat because it is easy enough for me to use at a moment's notice without stress or struggle.

So, how do you use this to create an infoproduct? Simply record an audio and have someone transcribe it. You could have your product completed in the same day. Kelly McCausey and I recorded a live teleseminar for our product [www.EasyArticleMarketing.com](http://www.EasyArticleMarketing.com) and it took us one evening to do so. We launched the course in 2005 and it's still a solid income producer for both of us.

How do you take advantage of this product creation method? Decide on a topic and then ask your list or visitors what their questions are. Ask everyone who signs up for your teleseminar the same question "What is your #1 question about \_\_ (topic) \_\_\_?" and use those questions as the basis for your content. Just go through the questions and answer them.

You don't even have to be an expert on the topic. Find someone else (an author for example) and interview that person. If your expert is up to it, open the call at the end for a question and answer section for even more great content.

Then, once you have the interview recorded, you can follow the rest of the steps in the [Small Reports Fortune](#) course – or, if you don't need help with that, load the product on clickbank and start recruiting your [Sales Army](#) to promote it for you.

### **Create a screenshot tutorial.**

With the technology available today, you can record video and stream it online quite easily.

There are several free programs that enable you to do this. Search <http://www.download.com/Video-Software/?tag=dir> for the latest free software.

If you create a series of training videos, you could easily whip out an entire product in less time (and for less money) than hiring a writer.

These videos are perfect for tutorial “how to” type products and anything that involves showing your target audience how to do something online. Because you are creating videos (which can then be burned to CD’s), you are creating a high value product.

Once your product is done, have someone transcribe it so you can include a printed guide as well for even more added value.

### **Live Instant Messenger Chat.**

[Jimmy D. Brown](#) recommended this and I think it’s brilliant. He said to open an Instant Messenger session and start chatting with a friend about your topic. After a bit of time, your product could be done. Just copy and paste the chat session into a word document and clean it up (or even better, hire a Virtual Assistant to clean it up for you and turn it into a pretty report).

You’ll be amazed, not only at how quickly you’ll have your content together, but also what ideas and topics come up during those chat sessions. Get in the habit of doing this once every few weeks and you’ll have all kinds of reports ready that you can sell via the [Small Reports Fortune](#) method.

### **Resale Rights eBooks.**

Purchase Resale Rights to a product in your niche. The KEY is to purchase rights to a product that is written by someone “proven” and respected. I know that’s a poor choice of words, but it does certainly help to purchase a resale rights product from someone well-known rather than trying to sell a product that is borderline shoddy.

Add some additional material (written checklists, interviews, software, audio, or video) and you’re done.

Keep an eye on this page to grab the latest resale rights products from Jimmy – [www.SRZone.com/rights.html](http://www.SRZone.com/rights.html)

### **Create Original Software.**

If you’re not afraid of some tech support, and/or you have access to a quality programmer, then this can be the ticket to making some sweet money in a hurry.

The key is to find an ongoing problem, and create a solution. That’s exactly what Jimmy did with his product [www.EasyCoachPro.com](http://www.EasyCoachPro.com)

He came up with this product when he ran into a problem of his own. He had been offering one-on-one coaching for his [www.Membernaire.com](http://www.Membernaire.com) and [www.SixFigureFormula.com](http://www.SixFigureFormula.com) students and was having difficulties with email deliverability. (His coaching clients were not receiving all of the emails he was sending.)

He hired a programmer to create a better experience for his clients, and then made the software available for sale. Do YOU have a problem or inconvenience that could be solved with a piece of software or a custom script? If so, you may have a money-making product on your hands.

### **Buy Rights to Software.**

Occasionally you can find software that is for sale with full rights. This means that you have essentially a “draft” for the final product and you can edit the code and make it your own. This can be a huge advantage to getting started in this market.

I happen to know that some of the “Big name” shopping carts have released their code. Some of the smarter up-and-comers have bought rights to that code and built their OWN shopping cart with it. They’ve made improvements and offer BETTER customer support. Now, the new guys are the ones that I promote instead of the original creators – because their customer support and responsiveness leaves the original software creators in the dust.

So, there is certainly money to be made if you can find an opportunity like this.

Find software with rights. “Tweak” it to stand out:

1. Brand the software for a specific target market.
2. Add additional features.
3. Offer better training.
4. Offer better bonuses.
5. Have a better affiliate program.
6. Be the ones with the best customer service that money can buy.

### **PLR Products.**

Purchase PLR rights to a product in your niche. Edit the product yourself or hire someone to edit it for you. Add some additional material (written checklists, interviews, software, audio, or video) and you’re done.

PLR offers come and go quite frequently, so I recommend you sign up for my notifications list to make sure you catch the latest and greatest deals.

[www.EasyPrivateLabelArticles.com](http://www.EasyPrivateLabelArticles.com)

### **Record a Coaching Call**

If you have coaching clients, ask one if you can record the call and use it to teach others. If you don't have any takers, offer a free coaching session to someone who IS willing to let you record the call.

See [www.EasyCoachPro.com/yourowncoaching](http://www.EasyCoachPro.com/yourowncoaching) for three ways to start a coaching program quickly and easily.

### **Written (Email) Interviews.**

Send emails to a select group of experts in your field with a request for a quick (3-5 question) email interview. They receive exposure and a little boost to their egos and you receive a full product at the end, without having to write a word.

I did this with my product for work at home moms: [www.FullTimeWAHM.com](http://www.FullTimeWAHM.com)

Whether your topic is ADHD or Faux Finishing, you can certainly find experts to interview, too.

### **Create a Template Package.**

Are you handy with graphics? If so, another option would be to create a set of Opt-in/Squeeze page templates or Sales Page templates or even AdSense Templates and sell them. Voila! You'd now have a product.

### **Stock Photo Package**

This is slightly different. Have you taken courses in photography? Recruit some family members (even pets) as models and do a photo shoot. Then, bundle and sell these photos in theme sets with rights.

As someone with many websites, I am always looking for unique photos that I can freely use in my publications. If I had access to a membership site with photos, that would certainly be worth something to me.

By choosing an alternative method of product creation, you can pump out your products faster and easier.

## What about all the Other Writing?

Now, as for the other pieces of writing (the sales copy, articles for article directories, ecourses, etc), I have a recommendation for you and that is to outsource.

For instance, I outsource my sales pages. It MORE than pays for itself in the long-run to have sales pages that convert like crazy rather than having the mediocre ones that I write. ;)

Actually, I can write pretty good copy for other people's products but always have a hard time writing (translation: bragging) about my own. Therefore, I outsource my sales pages and will continue to do so.

If you're short on cash, don't fret. You don't have to spend thousands of dollars on a sales page. I normally spend between \$125-175 and I earn it back pretty quickly once the product is live.

Why would I outsource a task that I can do myself? It's because I started my online business so that I could have the freedom to work when I wanted to – and NOT work when I didn't want to. Many internet marketers sit on their hinders all day and night in front of their computers. That's not living to me. If my friend calls with an offer to stay in her timeshare for the weekend, I'm outta here. And, my business will do just fine (earning income) while I'm gone.

You deserve the same freedom.

If you'd like to learn more about how and why I outsource, even choosing to outsource many of the tasks that I can do myself, I welcome you to check out [www.OutSourceWeekly.com](http://www.OutSourceWeekly.com)

Warmly,



Nicole Dean

PS. Best of luck on your first product!

Get More Done Next Week than you Normally do in a Month.

The secrets of the successful are here...

▶ [CLICK HERE NOW!](#)