



NAMMS

NICHE AFFILIATE
MARKETING SYSTEM

Insider's Club Monthly Workshop

[transcripts]

Simple Product Creation

Part 1

with

David Perdew & Kevin Riley

David: This is David Perdeu from the Niche Affiliate Marketing System, MyNAMS.com, and this is the My NAMS Insider Club. Welcome, this is the first webinar session that we've done for the Insider's and I think it is going to be a really fun thing to do. We're going to do this every month where we have a deep dive into one of the big topics that you're most interested in as a My NAMS Insider.

We did a little poll and product creation was by far the topic that most people were interested in. Obviously we're responding to our market and this is the first one we're going to do; Simple Product Creation.

This is going to be a little different. It's not a PowerPoint presentation, you're not going to sit there and watch us go through slides. Kevin Riley is on the line here with me and he's – let's see what shall we call you? A product creation guru, genius, mad hatter, all kinds of things here.

Kevin: I like the mad hatter, that suits much better. I've never gone with the guru thing. After tonight's kerfuffle of trying to get in here, I'd say the product creation bozo might also suit quite well.

David: We just proved that you don't have to be technologically savvy to make a good living online.

What I thought we would do, and since we're doing this in conversation mode and showing things as we go, on my screen I'll keep this mind map up and we'll take notes as we go, and we'll distribute this mind map in a PDF format to everybody. We'll also go through and talk about the product creation from the start and then show some examples.

You and I have not talked about this, but I was hoping what we might do is grab a topic and go see if we can create a product from that topic.

Kevin: Sounds good.

David: Let's get started with this. First, I wanted to go into a little bit of an introduction about this whole thing and what the purpose of this workshop is.

Because there is so much interest among our community from the product creation standpoint, it's obvious that people want to know how to create products. One of the things that I did on Facebook is ask what the top problems were for people in this area, what they were most concerned about. I'm going to pull that up in a second and show you what that was.

We've talked about two things already that I think are really important in product creation. One is finding out what your market wants. Two is figuring out what their problems are. If you don't know those two things to begin with, then you're barking up the wrong tree. We're going to spend a lot of time, I think, validating and doing that kind of stuff.

Why don't you talk about that a little bit from the beginning? How to come up with your big idea.

One more thing; we're going to use my Six Steps to Implementing Big Ideas model on how to do this and most of the other workshops that we will come to. You can see here we have Dream, Test, Prototype, Execute, Feedback, Improve, and then we have Homework as well. This is for people to actually get stuff done. This is not a sit and listen kind of thing, we want you to actually be working along as we go through, getting stuff done.

Kevin: Yes. Most important is to take action.

David: That's right, taking action is most important.

This is in the Insider's group and I ask, "What's your biggest concern about product creation?"

The first one was, "Making sure it's profitable," and seven people thought that was the most critical thing and that was their biggest concern.

Three people said, "Recognizing your expertise."

Two people said, "Product promotion and sales."

Two said, "Developing a product funnel."

Two said, "Being distracted." We all do that.

The rest of these got one vote, "Finding and getting super affiliates who will promote it heavily; understanding the technology; finding the time to create the product." The option for all of the above had three votes.

That's kind of an interesting thing that we'll keep in mind as we go through this. Kevin, I think those are pretty common problems. Don't you?

Kevin: Yes. Actually, can we just hit a couple of those there and get rid of them?

Understanding the technology – I know that's something that people think we have a lot of technology behind us, but as you and I just proved you do not have to be genius to do this.

Really the technology is not that difficult. I use things like Open Office, which is really easy to use. I do a lot of screenshots with SnagIt, again super easy to use piece of software. I've never been a software genius, it's just not my field, I'm more mechanical. To me, it's always been difficult learning new software, but those were not difficult to learn at all. They were super easy, very intuitive.

Understanding the technology, I think is one we can just take away. That is not a problem. I've never seen anybody be held back by that.

Finding the time to create a product – I think what happens to a lot of people is they try to bite off too much and think they have to make this massive course. They think, "I see a guru putting out a 20 video course with 30 hours of videos, that's what I have to do." No, you don't.

You said it before, problem and solution. If all you start off with a simple little guide to help somebody solve a certain problem or to attain some kind of goal and it's just some little thing, that's good, that's a great way to get started. That means you don't need a lot of time. I've don't those in an afternoon, some I've created in a day or two. Finding the time is not a problem either. I think both of those we can say that's not really a problem.

Being distracted – Well, being online, anything you do online you can be distracted. What I do for that is I do my research online, I take my

notes, and then I get away from the computer and I write on paper. I just do not even go near the computer. I'll sit on the kitchen floor, I spread all these pages out of all the notes I've made, and I start writing. I can actually write a guide that way in an hour or two and then I'm done with the writing part because I've walked away from all the distractions.

You just have to force yourself to get away from the computer, shut down Facebook and all those things, and not have them for a little while so you can get your work done. If you do that in blocks of time then you're done. So again, not a big problem. I realize for a lot of people it is a problem, but you have to just say to yourself, "This is the time that I'm going to work and I'm not going to touch anything else or answer emails."

David: When you're talking about being distracted, I struggle with this just like everybody else because I have to be on the computer most of the time to deal with issues that we have and to create products and to service people. We're all on the computer a lot. You and I both use Facebook a lot for our business; you can get sucked into that in a heartbeat if you're not careful. It's all about discipline. That being distracted thing is all about discipline.

Kevin: It is. Yes, we have to answer our customers in email. I do that first thing in the morning.

I'm lucky and I'm on the other side of the world, all of my major customers are in the United States, and the questions they've asked are all waiting for me when I get up in the morning. It's fantastic, I get on, I have my coffee, I get that done and that's out of the way. The rest of the day I don't need to look at that email, I stay away from it.

Some days when I'm not working on a product, yes, I'll check my email in the middle of the day. But when I'm working on a product there's no reason for me to open that email. It's closed, it's done, it's finished. That evening I can check it again and take care of everybody then. They don't need an answer any earlier than that.

Again, it's discipline. Just say, "This is the time I'm going to answer emails. Now that it's done I'm going to work on my product." And do nothing else.

David: It's easy for you and I to say that because we have a lot of products available to us already because we've been doing this awhile. Somebody who is struggling with getting their first product done and they're hearing this and they're saying, "That's you guys, it's not me." What do you say to that person?

Kevin: One day we were you too. I remember doing my first product and I was in those same boots. In fact, I hadn't even been on The Warrior Forum yet when I did my first information product, I didn't even know what Warrior Forum was. I didn't know a lot of things. I don't remember how I found out about Open Office, I just found these things out. I wasn't hanging out with a group like this, I didn't have this kind of support at the time, and it wasn't that difficult.

It may seem like it's really easy for us, but we were in your shoes at one time too. Everybody starts that way. Everybody has to start off a square one. Just don't let yourself stay at square one, get onto that next square and keep going. It's not as difficult as it seems, it's really quite easy.

David: Right. Let's get back to our mind map here. We're going to deal with these other issues, I have captured them in my SnagIt right here. We'll refer back to this pretty often. Like Kevin said, let's just block a couple out here.

Being distracted – I think we have that one covered.

Understanding technology – I think we have that one. I want to talk about the technology in a minute, because I am a big proponent of technology.

Finding time – We have to make the time.

I want to talk about the technology thing because I feel like I'm a technical guy. I have a lot of expertise in some technical areas, but there are a ton of technical areas where I have no expertise in. For me that's a real issue, because I want to have technical expertise. I can spend a lot of time trying to figure out the technology. As a business person you have to go find the person who can do what you want done and get them to do it, because it's more cost effective as a business owner to hire somebody else to do it.

We've been setting up new servers for our site. I could dig in and learn how to do that, but how stupid would that be when other people have been trained for years to do that. So just get somebody who knows what you need to have done and let them do that.

For example, if you don't know how to create cover graphics for a product, you don't want to create your own cover graphic. You want somebody else who is going to do it and do it well. Unless, like Kevin, you're a graphic designer as well.

Kevin: I didn't do my first cover graphics either. I had a couple of people; **Michelle Browse** used to do my covers for me. There's a number of people out there who do covers and that's what they do.

David: That's right. As you can see, I'm taking notes here and making screenshots. This is SnagIt. Guess what we're doing right now? We're creating a product. This is really easy for us to do because as we're talking to you we're creating content, we're creating a product, and it's very easy to do these days.

The deal is there's a lot that has gone into this already that you don't really see. What we've talked about a little bit is this whole process of finding out what the problem and building a solution to it.

Let's jump right into that, Kevin, and get moving down the path here. Let me tell you something and you tell me if you think there's a product in this.

I have a new grandbaby this morning that is about 14 hours old.

Kevin: Congratulations.

David: Thank you very much. His name is Luke, he's 9 pounds 10 ounces. I'm a proud grandfather for the sixth time. I can't believe that. My son in Anchorage is prolific, this is his fourth child. Terrific.

Dream

So if I were passionate about being a grandparent, or passionate about having a child, or passionate about the first year of the baby's

life, - Let's just talk about parenting. If I'm passionate about parenting, there's a product there somewhere. We could create a large category.

Before we jump into this, did you have something else in mind that you wanted to start with?

Kevin: No, that sounds good. Parenting is great. *Parents Magazine* has been around forever. I think that's been around absolutely ages, I remember it when I had kids and that magazine was around. Parenting is something that's always going to have a need because nobody is born knowing how to bring up a kid, simple as that. It's something to learn.

David: You just said something – how to bring up a kid. There's a problem.

Kevin: Of course, that could be broken down into numerous problems with how to bring up a kid. How to bring up a kid that you can actually take out in public, that you can take to a restaurant, that's well behaved, how to bring up a kid without going insane. It just goes on and on. You could sit here and brainstorm all these things.

David: Let's just do that. How to take a kid to a restaurant.

You said something about keeping your sanity.

Kevin: Exactly. How to raise a kid that goes on to a good university or to get a good education.

David: With a new baby, how about a new baby and you're scared of it.

You guys listening, put in some ideas that you have about parenting. What kind of ideas would you have about parenting here?

New baby and how to handle the first year.

Kevin: Yes. The first year, especially with the first baby for new parents is a big shock. There's a lot that you don't know. I've never known any parent that knew what they were doing from the beginning.

David: "Am I messing up my kid?" We all worry about that.

Kevin: Sure.

David: Mine are 39, 36, and 33, and I still worry about that.

How to get them to eat and like vegetables. I like that one.

Kevin: That's a big problem. I don't know why, but for some reason children just aren't drawn to vegetables.

David: That's right. Do we have any other suggestions in here? Somebody said how to be the best grandmother or grandparent.

Kevin: There's the interfering grandparent and there's a line there between being a good grandparent who really helps out and the point where you're interfering. Where is that line? Exactly. Good.

David: Right. We have eight possible topics here. Each one of those could be a chapter in a book or they could be a separate product in themselves, they could be short reports, or they could be a video series even if you wanted.

Kevin: We were talking before about getting started and getting a product out there. If you're going to make a chapter in a book then it's going to be a big book. That might be your big product for later.

At this point I'd look at "how to be the best grandparent" and all the different things of being a grandparent. I know from my own experience with grandparents that come Christmas and birthdays they can get a little carried away with the amount of presents and that's a big problem for a new parent. That can be a small chapter in your grandparent book, "how to handle the holidays and not overdo it." I remember having this problem myself and having to actually give away some presents.

Just things like that. How to not interfere when a child is being disciplined by their parents. Again, the parent has to be in full control of the child and if the grandparent steps in there that causes a problem. A grandparent has to know when to step back and stay out of it and when they should be involved.

There alone, just in how to be a good grandparent you have a number of little chapters or steps they can take to make sure they're being a good grandparent. That alone is one product.

David: So each one of these could be an additional product or a different short chapter. I know that Ute is on here and Ute has a product that

she is creating, I think it's Fitness Grandmother or something similar. Ute, put the title of your blog in the chat box so we can see what you're working on.

She writes here how to be a virtual grandparent. That would be me, because I'm 8,000 miles from my grandchild who was born this morning.

Kevin: You and I are in the same boat. Mine are in Vancouver.

David: You're across the ocean, you're even further than I am from mine.

Ute's blog is [Fun, Fit, and Healthy Grandma](#). That's all about the grandmother and how to be a better grandmother, I think she covers that as well, to be a role model and a better grandmother.

She's actually creating something that she's calling Happy Smoothie Hour with Grandchildren. How specific is that? Taking one hour a day and creating a product around it. That's kind of cool.

The point of this is that you sit down and you do what Kevin and I just did and we did that in about 10 minutes. We brainstormed and came up with 12 ideas. If you are into the parenting world, you could actually do a product per month right here. You have 12 good ideas, you could do a product per month.

Test

What we'd want to do next is validate these. Correct, Kevin?

Kevin: Exactly. Right now we're just thinking these would be good products, we don't know.

David: Right. These are our ideas, we're in our dream state here. So we would move to our next state, which is test. In the test state we're validating that this is a good idea. How are we going to do that, Kevin?

Kevin: One of the first things I like to do is to see what's out there in the way of information products already. I think you already know this is one of my favorite places to go, Amazon.com. I go and see what's selling on Amazon and what's selling well.

It's always what's already selling out there, what's selling now. You don't want to come up with some brand new idea that's so far out there that nobody even knows what it is. You want something that's selling.

I think it was Mark Joiner I first ever heard say that, something about selling them a glass of water and then selling them another glass of water. That was year ago. I thought, "You got it, that's right on." That's exactly what it is, you want to sell people what they're buying. Amazon, to me, is fantastic.

Actually, just today I learned something new. I used to always use the advanced search on Amazon and now they made a couple little changes. A guy was showing me today if you're in Amazon Associates, which it's easy enough to become an Amazon Associate – you just apply, you go into your Amazon Associates account and you do an advanced search in there and it actually shows you the sales rank of all the results so you can see what's selling well much more than you could before.

David: Okay. Let's go take a look.

Kevin: It is absolutely fantastic. I was very surprised when I saw that, because I don't really hang out in Amazon Associates because I don't really promote that way. Now I was wishing I had.

David: Let's see. Now I'm in the Associates area and where do we go to look?

Kevin: Right there. See your search for product and the advanced search link underneath the box? Far over to the right on that long search box, all the way across the screen. Click on that.

David: Got it. This is within all products and we want to search for parenting?

Kevin: Let's take books. Select books and try parenting, which is kind of wide but we'll just do that for right now. We can always narrow it down afterwards. For now just so you can see how this works.

David: This is *Simplicity Parenting*.

Kevin: Now what you want to do is over on the right side at the top, you want to select New and Popular from that little dropdown menu.

Now there we go. Look at that, we have a sales rank of #13 on *Shred, The Revolutionary Diet*. Well, that's diet, that's not what we're looking for.

David: It's not in the keyword we're looking for.

Kevin: We're not getting parenting ones. If you scroll down I'm sure we'll find some. *How Children Succeed; Grit, Curiosity, and the Hidden Power of Character*.

David: That's #204 in books, that's good.

Kevin: That means it's the 204th bestselling book on Amazon.

David: Wow. Let's take a look at that.

Kevin: The other one that I just saw there, *What to Expect*, the expectant mothers book, that has been very popular for years.

David: We'll go back to that one.

Look at this. There are three books at the bottom here. Frequently bought together is the *How Children Succeed, Building Resilience in Children*, and *How Children Succeed in 30 Minutes*.

Kevin: Right there, that's fantastic seeing information like that.

David: That tells us there's a good market for how to help children succeed.

Kevin: Yes, how to raise a successful child, things like that. *Building Resilience* - think of it. I look at kids nowadays and think about the stupid things we did. It's a wonder we're alive sometimes and that we survived our childhood, we did everything super dangerous and crazy. Now kids are a little coddled, sitting around playing Nintendo and whatever. Maybe they don't have that same resiliency when they go out into the real world, the real world can be nasty.

David: We're looking on the inside of this book to get an idea of what it's about; Why do some children succeed while others fail? The story we usually tell about childhood is a success in the one about intelligence. Success comes to those who score highest on the test from preschool admissions to SATs. But in this book, Paul Tough argues that the qualities that matter most have more to do with character skills, like perseverance, curiosity, conscientiousness, optimism, and self control.

That sounds like if you're doing a product those are good subtitles right there; perseverance, curiosity, conscientiousness, optimism, and self control.

Kevin: Wouldn't you say that's what makes a good entrepreneur?

David: That's the definition of success, isn't it?

Kevin: Yes it is. The other place I like to look when I'm looking inside of books like this is the Table of Contents. That Table of Contents can give you the layout right there, and sometimes it can give you a whole bunch of product ideas. Give it a quick click.

David: I'm going to add this to our mind map to capture some of this for our test. We found a book here and I'm going to Amazon, How Children Succeed. Then we had perseverance, optimism, self control, curiosity, and conscientiousness. We'll save that.

We wanted to look at the Table of Contents.

Kevin: Yes.

David: How to fail and how not to. That's big. How to build character. How to think. How to succeed. A better path.

This is a business book, that's what this is. We should be reading this book.

That's an interesting idea too, because if you look at these chapters, and there's only five chapters but the book is 176 pages. It's only five chapters, so basically he has five reports if you look at it this way.

Five reports; how to fail, how to build character, how to think, how to succeed, and a better path. Those are basically five short reports and the headlines are so ubiquitous, they don't say anything about children.

Kevin: What you could do here is take these ideas – for example, how to think. I could create a book How to Get Your Child to Think for Themselves, or How to Help Your Child Think for Themselves, How to Help Child Build Character. You can change the title around whichever way to make a cool sounding title. Every one of those is a title for another small guide you could create.

David: If nothing else, you could just do blog posts that build into a report like this.

Kevin: Yes, exactly.

David: So we're building product ideas even as we continue in our test. What we're doing in our test is just testing the market to make sure that there is a market for this. We're testing to make sure that we're not wasting our time.

What we're doing here is addressing this major concern – making sure it's profitable from the beginning. Talk about that a little bit, Kevin, I know you do this all the time.

Kevin: If a book has been selling well on Amazon, for example that expectant mother book, I've seen it selling there in the top sellers for years now. I know that that's information that people want, I know it's going to sell. Just seeing it there tells me right now it's something that's popular and it's what people are looking for, because they're buying it and buying it.

The other thing I look for, and this doesn't always work, but sometimes where you see the ads on Google in the side. If you see the same ad not just once, because people can run something and it can flop like mad, people lose a lot of money on AdSense. But if somebody is running an ad that's showing up on the side of Google for weeks on end, well nobody throws money away.

David: No they don't. Right.

Kevin: If it keeps running, like these ones here; Positive parenting tips. If you check weeks down the road and you see it again and again. I know there are tools for searching this and I'm sorry, I do not use any of those tools. There's SpyFu and things like that, you can use those tools to actually check into stuff like that if you really want to dig in deeper. Which is a good idea, don't always follow exactly what I do because I go a lot by intuition.

David: And if you're into a topic you're seeing these things over and over.

Kevin: You're seeing it all the time and you know what's happening in your industry.

David: The thing I typed in was "parenting tips," but the thing I'm noticing as coming up a lot is "positive parenting tips." That's even deeper as a long tail keyword, so let's put that in.

Kevin: Sure.

David: One of the things that I do like about Google Chrome is that you just type in the keywords at the top and it brings it up for you.

Here we go with the ads; positive parenting tips, positive parenting. You have less competition, you'll notice we have fewer ads because we narrowed our keywords. Less competition for ads means that your ad could be on this page if you want to do an ad for your product as "positive parenting tips." That's one thing you want to look at.

You also want to look at is there less competition because it's not as big of a market. We'll get into that a little bit too, I think. You can see there are 3,980,000 results for this. Let's do quotes around the phrase.

Kevin: You said maybe it's not such a big market, but that's a good thing. Let's make sure that everybody understands that that's a good thing, because it means that one product just has this one market but it's very targeted. That means that you're actually going to get more people from that market who want your product. It's going to be easier to get to your market.

We have to be thinking to the future when we start marketing this product and selling it, we want to be able to get in front of our target market, not just everybody. Everybody is not our market. We want a nice narrow niche. It may not be that many people, but still there are seven billion people in the world, so even the very smallest market has a lot of people in it.

David: So we're honing in on this. It looks like there's about 179,000 results in a specific search phrase. Remember, we had 3,980,000 of them when we did not have the quotes around it. That was because it was showing us results with any combination of the words positive parenting tips. This is showing us results with the specific phrase "positive parenting tips," that has come down to 179,000 results. Still a pretty good sized market.

Let's look at these for a second.

There's some free information from the CDC. That would be good to look at because there may be some information in there that you can actually use since the CDC is mostly public domain. You'll have to check that out.

Kevin: One of the things I do when I go through this kind of stuff is if I see something like that CDC child development, if I see some good tips in there I have a folder. If you see a good tip just copy it and throw it into a folder and just have that information there.

I'm sorry for anybody out there who loves trees, but I tend to print stuff out. I do use some paper. I'll just hit print on it and throw it in the folder, because I love seeing my stuff. That way later on when I'm creating the product there it is, I've got it on hand and I could maybe even quote something someone at the CDC said. There's all kinds of stuff you can do when you find information, grab it and hang onto it because sometimes it comes in really handy when you're creating a product.

David: I'll show you what I do. I do pretty much what Kevin does as well. I use RoboForm and one of the things I like to do is go to – for example, this Dr. Laura Markham positive parenting tips for toddlers, and here's one right below it Dr. Laura Markham positive parenting tips for teenagers.

She has basically used this keyword phrase and she's very smart in her titling, she's used the keyword phrases and then added specifics to make these even longer long tail keywords so that anybody looking for positive parenting tips for toddlers is going to find that. She has it covered. She started broad with parenting, went into positive parenting, then positive parenting tips, and now she's added toddlers and teenagers.

I'm going to show you what I would do. I would click on Dr. Laura Markham, she obviously knows what she's doing from a marketing standpoint, I think. There's an article.

Kevin: Further on we'll get to the point where we're talking about creating the product itself and branding. She's branding with this. She's branding with the positive parenting tips.

I really like that for naming your products, having a series of product. Everybody should be thinking that from the beginning, "I'm going to create one now, but I'm going to create a series."

I did this with my Clockwork Recipes – they're all Clockwork Recipes for "something." I love creating a series.

David: Absolutely. What I'm going to do is I'm going to create a new bookmark in RoboForm for this. I'm going to create it in a new folder and call it Parenting.

It's basically what Kevin was saying as well. I'm going to create a new folder over here called Parenting. Now I'm going to create this bookmark, positive parenting is what I'm looking at. Now I have that bookmark saved, so I could come back to that if I wanted.

Kevin: And less needless tree deaths.

David: Less needless tree deaths, that's correct. I can do the same thing with the CDC, I would just click on that and bring up the bookmarks.

Look at this. These are positive parenting tips by category. How valuable is that? You can click on infants and here you go; positive parenting tips for infants. Excellent.

There's lots of material here for this that you could start collecting and creating a product from.

Kevin: I've looked at this parenting market before. I think I talked about this in one of my courses a long time ago. What's so great about it is that you start off with babies and you go up from there, you can create this whole line of products.

Guess what? Your customers are going to be with you for years, because they're going to be with you for the baby years, buying the books for the toddlers, on and on up through elementary school, high school, when their kids start dating and all those scary things like that.

You create a very long term customer in a market like this. Getting back to the lady with the expectant mothers book, that's what she has done. You can see her line of books now on Amazon, it's a fantastic market for that. Anybody that wants to go into parenting, it's a great place to be.

David: That's a really important thing that we need to talk about. We're in the very beginning stages of our product creation and if I get back over here to our mind map one of the things that we have to test is funnel.

Kevin: Long term viability. Funnel, definitely yes.

David: Does this product have legs, basically.

Kevin: That could be in a couple of ways. For example, with what we were talking about with the parenting, it's going to be a series going up through the years. But it could be other things. For example, you and I are in internet marketing and there's so many different things that somebody can do.

My very first product that I did when I started in internet marketing was a small guide to product creation. I thought, "What's next?" Next was creating a sales letter. Next was driving traffic to the sales letter. Next was creating an email list. Suddenly I had a series.

That's exactly what you do. It could be linear like that or they're all ones that are related to each other. It's very important to create a funnel of related products and be able to sell again and again to the same customers.

You don't want just one sale. One sale doesn't make you a lot of money. It's the ongoing sales, the customers that come back again and again. That's what really makes you a lot of money.

David: In this test phases what we're looking at as you're talking about the funnel is, "Does this product have legs?" In other words, can I do a series from it? Is there continued growth with this product? More importantly, I think, than anything here is, "Is this something I want to be involved in for a long time?"

Kevin: This is where I always come up with something that I know is very controversial out there in internet marketing.

A lot of people say, "You have to go after the money." I say not just that. My idea is that if you're not passionate – and I don't mean passionate in a crazy way, but just that you really like this, you're really interested in this – in a business sense it's not sensible.

Think of yourself, you're a human being, you're this lone entrepreneur. If you can't be motivated to keep going then your business may not keep going. So I think it's always important to do something that you really like. That just makes it a lot easier for you to keep going and be involved long term.

David: I agree. I always say that if you're not in a niche that you're kind of passionate about – and I know that's kind of a bad word in marketing for some reason.

Kevin: A lot of people just don't like it, but I think it's a good word.

David: I do too. I think it's absolutely necessary. You have to be passionate about this product that you're involved or you're really going to be sorry later on. It's just so much easier, isn't it?

Kevin: It makes it so much easier. Think of this. A lot of people are doing this because they want to get away from a 9:00 to 5:00 job. You don't like your job, you have to get up on Monday morning and say, "I have to drag my way into the office." Do you want to do that with your own business? No. You want to have fun with your business. You want to do things you want to do.

It's great to make money and all, but nobody I know really becomes the only thing they want is to make money. They become an entrepreneur because they want to do things their way, they want to do things they want to do. Do what you want to do. By picking a niche that you're really interested in makes it so much easier and so much more fun.

David: I absolutely agree with that.

Here's another thing I want to make sure people look at. Are there affiliate products for this? You don't want to have to create everything. When you can refer to other people and get passive income coming in from affiliate products, that's really important to do.

I don't think we should do this right now because we're probably going to run out of time. The things we should make sure people do is go to places like Clickbank, Commission Junction, Share-a-Sale, other affiliate programs out there and affiliate marketplace out there, even the Niche Mall in our site. See if there are other products that you can

sell easily and quickly that fit your market, that blend right in with your objective from your business.

Kevin: Definitely. We all love getting those affiliate checks that come in. Even side things for me, like AWeber. In all my reports when I talk about creating an email list or an auto responder I promote AWeber because I like it and I've been using it for years. It's really nice when that AWeber check comes in, that's just extra money.

David: Of course. This week you had a product that I've been promoting.

Kevin: Maximum Email Marketing for 2013.

David: As I was reading that I thought, "This is great information." But also as I was reading it I thought, "Oh, it is also a great funnel into AWeber."

Kevin: Sure.

David: There's nothing wrong with that because you've built your product around an affiliate program. It's really smart marketing.

Kevin: There's nothing wrong with that. I know a lot of people think, "Is that okay? I already made money off the person selling them the product."

Don't think of it as making money off of your customers. Think of it as giving your customer a recommendation. They want the recommendation, they want to know who to use.

Tagging on an affiliate link – there's nothing wrong with that. If it has an affiliate program, use it. Somebody might as well be getting that cash, otherwise AWeber is just going to be keeping it.

David: That's right. And you're doing a lot of sales for them. Whenever you mention somebody you're doing sales for them. It's really important to get your head around the affiliate programs and understand that it is word of mouth referral and you're just getting a piece of the action. That's all.

Kevin: The vendor wins because they get more sales, the affiliate wins because they're making affiliate commissions (that's you), and your customer wins because they're getting a good recommendation.

Don't recommend stuff you don't like. It's as simple as that. Recommend stuff that you know is good. You recommend it as though you approve of it.

David: I got an email from someone yesterday who responded to my note about your email marketing product and he said, "Got your note, David. Bought it sight unseen, because I always know that I can trust what you're referring to me." I thought, "That's exactly what I want."

Kevin: Yes.

David: Okay, now we've tested this and we think that there's a pretty good market for this. We could take this test one step further if we actually went out and talked to people about this market and figured out what kind of passion they had. I'd suggest going into forums or other places where you can connect with the community.

Really test them without saying "I'm building a product and I want to get your information." You can do that sometimes, but mostly what you want to do is say, "I'm interested in this topic. How many other people here are interested in this topic?" You're getting a community to validate.

Kevin: One of my best things on a forum was years ago. I think I've probably told you this story before, but not everybody has heard it so I'll quickly go over it.

Remember \$7 Secrets?

David: Absolutely.

Kevin: When that came out I had a hard time installing it the first time and the documentation was horrible. I was in a forum and I saw everybody else complaining about it. All these people going on about how difficult it was to understand, they couldn't upload it and everything. I thought, "Wait a second. Here's a product."

I sat down and I had to do another one anyway, so I quickly did a screenshot as I set up another product on \$7 Secrets, and I created the All Thumbs Guide to Installing \$7 Secrets, or something along those lines. I brought it out into Warrior Forum as a WSO and I sold

hundreds of that. Then I refreshed it a couple years later when they made some changes and brought it out again and sold hundreds again.

Just from seeing one thing on a forum I made a ton of money on that one little tiny guide.

David: I remember that. In fact, I own that. I think that was the first product that I bought from you – the first of many.

Kevin: And let's face it. It wasn't a beautiful product. Right?

David: But it solved the problem.

Kevin: It solved a problem. It wasn't beautiful. I've polished up the way I create products since then. But still, it solved a problem, it showed step-by-step with screenshots. That's all anybody needed and everybody was happy with that. I didn't have a single complaint saying, "This is shoddy looking," or anything like that. Everybody was happy.

David: We talked about validating with the community, determining their interest by gauging their activity and their motivation to buy. One of the other things that we wanted to do when testing the market is we want to discover the pricing points.

Kevin: That's always a bit of a sticking point for a lot of people is pricing.

David: It is. We also want to start mapping out a funnel. I'm talking about the actual purchase funnel here. Even before you have a product, we're creating a purchase funnel so that you know how to bring them in as free members with a little piece of content, where you're going to get that content, and how to move them into a paid product, and how to communicate with those folks afterwards. That's what a purchase funnel is, the follow up pieces.

One of the other things that we haven't talked about, and I think this is really important, is identifying not only just your market – we talked about this last night on one of our weekly live trainings – identifying personas. Who are the different people you're selling to? I think that's important.

Kevin: That really comes in handy when you're doing your sales page too, so you know how you should talk to them. You're going to talk differently to different personas, there's a different style you're going to use.

David: That's right.

Kevin: I remember writing sales letters in WSOs where it was just insane some of the stuff I wrote. It was just crazy stuff, because back then that really resonated with the WSO crowd. I don't know if it would now, things have changed there and I don't really go there as much now.

Back in 2006 or 2007 we used to have the old buy a beer button, so I would be selling things for a case of Valpolicella and I would have pictures of me drinking the wine. It was really more of an informal fun way of writing, yet you can't do that in other areas. You have to really know. That's why it's good to know the people and know what they expect and what kind of style they expect.

David: I remember a cover of you on a report or an ebook where you were actually running around the streets of Switzerland with a toy gun or something.

Kevin: That was the video, yes, the Mission Impossible video.

David: You're lucky you survived that one.

Kevin: We shot the footage in Zurich early in the morning. I can't believe that one part inside the church. I still have the plastic gun, actually. It's actually sitting right here in front of me right now. That's kind of funny.

Prototype

David: Okay. Let's move into the prototype, because we want to get to the execute portion as well in this part of today's workshop. We're going to send them away with some homework to go do some research between now and the afternoon session and then come back so we can talk about some of their validation and some of their product creation.

We want them to come up with their ideas and talk about their prototypes, at least.

You alluded to a prototype earlier. I'm wondering if anybody online caught it.

Kevin talked about prototyping earlier. He did not say the word prototype. Did you recognize that he was actually doing a prototype? Can you submit in the question box here what you think Kevin was doing that was a prototype? Just type in there earlier when he was talking about creating products what he did.

Kevin, I'm sure you know what it is. In fact, sometimes we do this stuff as second nature and we really don't know that we're doing the steps. Nobody is typing in, so they didn't catch it.

You said that you collect information, put it in a folder, and then you go sit down and write longhand on paper. That's a prototype.

Kevin: Exactly.

David: What you're doing is creating an outline or you're creating a first draft or you're creating a concept. It can be anything. Let's just talk about the different types of prototypes that we can do.

First draft.

Kevin: Actually, even before a first draft I do an outline. I'll sit down and think, "What are the main points I want to cover here?" and I just write them down. Those will usually be my chapters.

David: If we're talking about ebooks, that would be the way to go.

This is a product. The prototype for this product, for me, was to use the shell of the Six Steps to Implementing Big Ideas and use that as an outline with the questionnaire that you guys gave me the response to here.

This really was the beginning of the prototype for me, because I wanted to see what you were interested in hearing about. What you've done is tell me what we should be talking about today. That's the beginning of my prototype. Now we're creating this product on the fly based on your interests and based on the market validation.

It can be images. It could be video.

We're not talking about finished products here. What a prototype is for is discussion purposes only. It's really so that you can take something, a napkin, a one sheet, a paragraph, even a story, you can have an audio story and put that in front of people and say, "Here's what I'm doing. Tell me what you think."

Now, how do you do that? When you get your outline do you talk it over with anybody or do you just jump right in after you've validated the marketplace?

Kevin: I tend to talk it over with anybody that much because I'm kind of here all by myself in Osaka.

David: But, you've done it before, right?

Kevin: Yes.

David: The reason you do that is because you've already done a really good job of testing the market.

Kevin: I pretty well know where I'm going at that point when I get to the outline. A lot of my outlines are really quite simple, because a lot of my stuff is very step-by-step.

For example, it might be something like step one is go find a product so I want to take people to a bunch of affiliate networks. Step two is validating the product. Step three is take that product and creating a report to promote that product. I know my steps already, so that's my outline. It goes pretty easy from there.

But if you have somebody you can talk it over with, somebody you can bounce ideas off of, that's always great. If you have someone around that you can do that with, that's fantastic.

David: One of the things I'm seeing more and more from our community at My NAMS is in the forum people talking about and getting people to review their product ideas. Sometimes their products are finished products, which I think is too late to be doing that.

When you get people to review your product ideas early on, then they can really help you build something that is even more valuable. They

can ask you questions that you missed and point out areas that would be even more important to your product.

Kevin: Yes. Sometimes even one little tiny thing that somebody says or asks make you think, "Oh, I should have that in here." It can add a whole other dimension to your product and make it so much better.

David: Right. For our purposes this is the topic right here that we came up with; how to help children succeed. We discovered that in the test area and I've added it to my prototype here. What I want to do at this point is create a prototype that basically talks about each of these areas and any additional areas that we may have missed for this.

We said earlier that these could be individual chapters, they could be short reports, they could be blog posts.

One good way of doing prototyping, I think, is actually test the waters and do blog posts. It may not your be your blog post. It could always be somebody else's blog post and you see that they got 150 comments on that blog post. That's an indicator that people have a lot of interest in that topic.

Kevin: Yes. You go and look at some of the popular blogs in your niche and you can see what are the really popular posts on there and which ones are getting a lot of interaction.

David: Right. Let's add that here; watching comments.

What would you suggest on building a prototype for these guys? Do we want to start with an outline?

Kevin: Yes. I always do an outline.

David: Okay.

Kevin: Just on a piece of paper, I put down what are the main points that I want to cover. The same outline that you learned how to do back in grade school, it hasn't changed and it still works.

David: This is not for publication at this point, this is really to help us build the product. Right?

Kevin: Yes. This is just to help us build the product. This is for our eyes only, unless you want to share it with somebody to get some feedback.

David: We definitely want to know what the purpose of our product is, so that would be the first thing.

Kevin: Yes, that's going to go in your introduction.

David: It will go in your introduction. We have to be really clear for us so that we can communicate that to other people, because that's the key. The purpose is really going to talk about two things, the problem and the solution.

And benefits.

Kevin: Yes, how it's going to benefit you if you do this. When we're talking about the purpose and I'm creating my introduction into one of my guides, I'm basically selling the guide again. People already bought it, but I'm selling them on actually putting it to use.

It's quite important that we let them know the purpose of it so that they understand how it's going to help them and why they should apply what they're going to learn here.

David: Okay. Then we want to get into the actual introduction of the topic for the product.

Kevin: Exactly.

David: Once we do the introduction then we're going to jump into the meat of it. We would have basically have chapters and we can just do placeholders.

Kevin: Chapters or steps, yes.

David: We'll just put Chapter one, chapter two, and we get the gist of it here.

Kevin: Two will do for now, we'll know there's more.

David: Now we know that we have chapters. Then we come to the final product. Basically we're talking about a book here, but this applies whether you're doing this on video or in a book, or in software actually. It's the same process. You have to have the purpose of the product, whatever the product is. You have to have the introduction to this product.

Introductions can get really long and really complicated and that's not good. You want to keep this part as simple and easy as possible. That's where we're talking about selling them a lot on why they should use this. Also, sometimes you have to sell them on why they need to listen to you if you don't have any credibility in this group.

Kevin: I like to add my "message from the author" page for that, to build your credibility as to what your expertise is or your experience. It doesn't even have to be expertise, just experience or whatever. You survived a fatal car crash, it suddenly makes you an expert on surviving fatal car crashes. Anything like that.

David: Well, it's pretty hard to survive a fatal car crash.

Kevin: Yes it is, near fatal, sorry.

David: By definition that's a problem. If you can do that we want to talk.

So we've got the topics and we're bringing in our topics over here. We could say our chapters for this one are perseverance, optimism, self control, curiosity, and conscientiousness.

Now, is that plagiarism bringing these specific topics in to our book?

Kevin: No it's not. Plagiarism is when you copy exactly what they wrote. Ideas are not copyright protected.

David: And that doesn't mean that we'll stick with just these. We might add our own.

Kevin: We might change the name, we might create more of a title. We're not going to just say "perseverance." We might use "how to persevere," or whatever to change the title.

This is something that I've told people again and again. Ideas are not trademarked, copyrighted, or anything. Ideas can be used by anybody. What's copyrighted is how somebody has written something, the words that were used. You write your own way of getting this information across and now that's yours, nobody else's, and you are not plagiarizing.

David: Okay, sounds good. The thing that you do in your products that I would really encourage other people to do is once you have outlined

what the product is about then you offer these additional step-by-step tools, they're either templates or checklists, those kind of things. I've seen more and more of this over the last two or three years, but I think you've been doing this forever and that has been really successful.

Kevin: It has. When I brought up my first products selling those WSOs the replies I was getting when they'd come back and make a post would say, "Wow, I couldn't believe it when I opened up the package, all the extras that were in there," because there were a lot of worksheets and stuff in there.

They loved that they weren't just getting a guide, they were getting a bunch of worksheets. It doesn't take much to create worksheets. Some of them were as simple as a question with a line after it, just helping them get their thoughts down on paper.

People love worksheets and checklists. Those aren't in the guide itself, they're separate inside the zip file when you package it up afterwards.

Worksheets and checklists I create at the end. As I'm going through it, I'm writing the guide itself and I realize we're going to need a worksheet, and I might scribble some notes as to what I want in the worksheet. Then the last thing I do is make the worksheets themselves and I know exactly what I want on the worksheets.

I think we're missing one more thing there, the conclusion and wrap up.

David: Okay.

Kevin: You have to have a wrap up because that's where you're going to sell your next product. If you have a follow up product, one thing that's leading onto another in a series, you definitely want to be selling it in your conclusion.

Your reader has just gone through your guide and they've successfully done something and they want to know, "What do I do next?" You want to tell them what to do next in the conclusion, which is to go to so-and-so sales page and pick up the next product.

David: If you don't have another product, the thing you want them to do is take the next step. If you didn't have another product after that email marketing product that you just released, the next step for them would be to go sign up for AWeber.

Kevin: Exactly. If it wasn't for the fact that they're already on my mailing list, which now the minute they buy one of my products they're on my mailing list anyways because they how they get their results. But in my older products I used to always say at the end, "For more information, get on my mailing list," and tell them why, like for the set of writing tips that you get when you first get on my mailing list.

You can send them back to your main website where you have a list of products. For example, let's say you're in woodworking and they buy a guide from you. You might not have one that actually follows right after that one, but you might have a whole bunch of related ones. You could say, "For more cool woodworking projects go to," and give them your main website where they can go look through and pick another one.

David: Right. One of the things that we didn't talk about earlier that I think is kind of appropriate here is product types. I think we really should talk about that. This looks like it's going to be an ebook or a report, but it doesn't have to be.

Kevin: It definitely doesn't have to be. I never use the word ebook, or even report. A report to me is something that's free. My free ones are reports, my paid ones are guides and manuals.

Video, yes. As you know, I love making videos. I do a lot of video courses.

Software is something that I'm totally incapable of, but good product.

David: This gets to what your basic skill set is. If you can build software, you can make a lot of money building software if you know how to do it or if you can see how it needs to be done.

I love to build software and a lot of what we do on our site is custom software that we've built, and we'll be selling a lot of that software at some point. It's basically because I like to project manage and I can see the solution that I want. Then I have to be able to communicate

that and get the programmers that I hire to be able to build the solutions that I want and do it securely and easily.

Everything I say these days has the word securely in it. Gee, I wonder why.

You can do software without being a programmer is my point.

Kevin: Yes. You can be the idea guy and send it off to somebody who can do it for you. It can be apps and stuff.

David: It can be a Kindle book.

It can be an audio book.

It can be a telesummit.

Kevin: The thing to remember is you don't have to think of this as you're just creating the one product. If I create a PDF guide I can repurpose it as a Kindle book, I can get somebody to read it out and turn it into an audio. There's just so much you can do with one product. You can turn around and create other versions of it. You could even make a video from it, it's easy enough to do that now. We're not going to get into that in this one with creating videos, but videos really aren't that difficult to make. I had never done a video in my life when I started making my video things. They're really easy.

David: Your product can be free, paid, or subscription. Those are basically the three types.

Kevin: And you have them going in order of value there. Subscription, of course, is the best. Nothing like getting monthly money coming in again and again. Free is fantastic for your funnel, to bring people in.

David: Right. You and I both create reports that we give away for free so that we can get people signed up to our systems.

Subscription – people say that membership or a monthly subscription is like the ultimate deal. It's not really. It is offering value every month and it does take some commitment.

I like the fixed term membership model a lot. I know that My NAMS is not fixed term membership, but I do like other fixed term membership models because you can create your product, break it up over four

months, and have somebody in a four month membership and you get them paying you once a month for four months. You always end up with a little more money by doing that. And you give them additional content over that period of time.

Kevin: Yes, exactly. With the drip feed systems for memberships now that you can set up, it's fantastic. I have a couple sites out there like that where people can come in years later and start from step one and it just drip feeds them their content, I don't have to do anything.

David: Right. You could have a physical product as well. If you did webinars, videos, or audios, or your book, you can always turn that into something that gets mailed. That's another way to go.

Kevin: You can put them on DVD or CD and use something like Kunaki. I love Kunaki because it costs \$5.57 for the creation and shipping anywhere. It's shipping from the U.S., but to anywhere in the world now it's the same. It used to cost more for international, but it's the same price to anywhere in the world where they ship. There are some places they don't ship to. Anywhere that they ship to it's just \$5.75.

You could be selling the DVD for \$100 to \$300. That's a nice profit margin.

David: It is. Kevin, how many products do you have?

Kevin: Oh, I have no idea. It's as bad as that. Really, I have quite a few out there and I couldn't even sit down and start counting them right now. You can go to KevinRileyPublishing.com and count. Even that wouldn't help because some of them haven't been listed on there. The email marketing on, it should be on there but it's not on there yet. It's on the to-do list here to put get it on there.

David: Interesting. The point I'm making here is I have over 300 products now. Once you start making products, you find out that everything is really a product. All you have to do is package it, make sure you present it as a solution. And it's kind of addictive, once you get into it you start thinking of everything as a product.

Kevin: I get a lot of people who ask, "All this information is out there for free on the internet. Couldn't somebody just get it from there?" Yes, it is. Sure it's out there. You know what our job is? Our job is to take that

information and package it to make it easier for somebody to use. It's as simple as that.

We're like information programs. We're picking up this information and we're repacking it into a nice easy package that somebody can sit down and say, "I don't have to do all the work, it's all done for me. I just read what this gut put together for me."

That's all we do, we just put information together. So, yes, it's really to create products and have 300 products.

David: That's right. I create one every Wednesday night and at the workshop I create just a ton.

Are we at the point where we can start executing?

Execute

Kevin: Yes. I do all my writing on paper because I'm a horrible typist and I can get my ideas down better on paper. At this point now I do two things.

I've done all the writing and I've taken screenshots or photos or whatever is needed for the images. I like to put images in my products, I like to show people exactly step-by-step what to do with those images. Why write and make a boring script when I can show you in a photo?

When I first got started in this, this was my biggest complaint about other people's products that I was seeing. Why are you doing all this writing when you could put in a picture that shows me how to do this?

I'm very meticulous about making sure I get really good screenshots. I sit down and screenshot all the steps. That's actually the very first thing I do. Then I write the instructions to go with it.

That's why my writing is so easy, it's just simple instructions. The biggest writing I do is in that introduction and in the wrap up at the end. In between it's just instructions on how to do things.

Then **Raquel** will type it all for me, she does all the typing. Then I'll sit down with Open Office and just assemble it. I already have templates that I've created for myself of the way that I like my reports to be. They already have my cover page, a title page with the copyright information, and then the next page has a boilerplate disclaimer and all I need to do is change whatever the topic is.

Then I have a message from the author and a picture of myself on that page. I think that's really all part of branding, having a picture of yourself smiling, happy face, probably doing something that relates to what you're writing about. Mine is a picture of me standing there looking pretty relaxed in front a local shrine here in the sunshine enjoying life because that's what I write about a lot. If you're a photographer get a picture of yourself with a camera. Things like that.

Then I have the Table of Contents, and then I'm into the product. I have this all done in a template so I only have to do it once. I only had to set that all up once. All I need to do now is go in and do the editing, edit the title and the information for the header and footer, little things like that. Then I start pasting what was typed up and adding in my images.

Assembling in Open Office, after having already created all that other stuff ahead of time, might take an hour to two hours and you're done. Two hours includes my piddling around with the Table of Contents. That probably takes me the longest because I bookmark things. That's just the way I do my Table of Contents. I know there's an easier way of doing it and it will automatically do it, but I don't think it looks as nice so I hand create my Table of Contents by putting in bookmarks and then linking to them. It just makes a nicer looking Table of Contents, in my opinion.

I think it's really important to make your product look as professional as possible. It's like a real book. I've seen people treat it like it's different, but it's really not. It's a book, treat it like a book, make it look like a book. Your readers will see it as more professional production and that means that they're putting more weight on what you have to say in there. That's just human nature.

David: Okay. So you want to be professional in the writing.

Kevin: Professional in the writing and in the display and layout of your book.

David: One of the things about executing, too, up here after collecting information, is gathering a team if you need one. You mentioned **Michelle Browse** who did some graphics for you. At that point you always had to engage Michelle or whoever else was working on your team. Right?

Kevin: Yes. Actually, with graphics that's something that the minute you've decided on the title of your book or manual, whatever you want to call it, is to get that out early because graphic designers are invariably late in getting you your images back. Give them a little bit of lead time and have them working on that while you're working on your product.

David: One of the things I know about big time writers is I've heard a few of them say that they actually get the cover created for their book first, before they've written a word, so that they can keep the cover in front of them on their desk as they're writing to keep them motivated to continue staying on track with that book.

Kevin: Exactly. I create my cover first. I don't keep it on my desk to motivate me or anything like that, but I do like to have the title and then work from the title. Basically I already know what I'm going to write about, when I've created that title I've said to myself, "This is what's going to be covered in here. I'm not going to go off track, I'm not going to go off and do something different. This is what I'm going to cover."

The one you were just talking about, Maximum Email Profits for 2013, I had that title before I did any writing. I knew what I was going to be writing about. I came up with the title first, I sat down and got on my Apple over here and found that email image and created a cover. That was it, it was locked in as what we're going to do now. Then I wrote from there.

David: Cover document is actually a really good focus group piece. You can take three or four different cover ideas to people and get good discussion about what the topic is. It's like usability testing.

Kevin: Oh, yes. Also, you get people to look at it, put up a couple different covers and see what people think is the best cover. I've seen quite a few people do that. Guy Kawasaki did that when he came out with his

book. He actually had a whole bunch of people come up with ideas for his cover.

I did a big mistake back in 1982. I designed a game back then and I used this really cool spacey font for the box. The only problem was that I knew what it said but nobody else could read it. I learned a lesson the hard way back then to use really easy to read fonts.

If you go on Amazon, especially in the fiction books and especially Kindle books that people are putting up there now, you'll see some horrible covers. You'll see some covers where you cannot read what it says on them because of the way they put the font over top of something else. There's a white font on a light background or something like that. There are some horrible covers.

Make sure you create a really good looking cover that's easy to read.

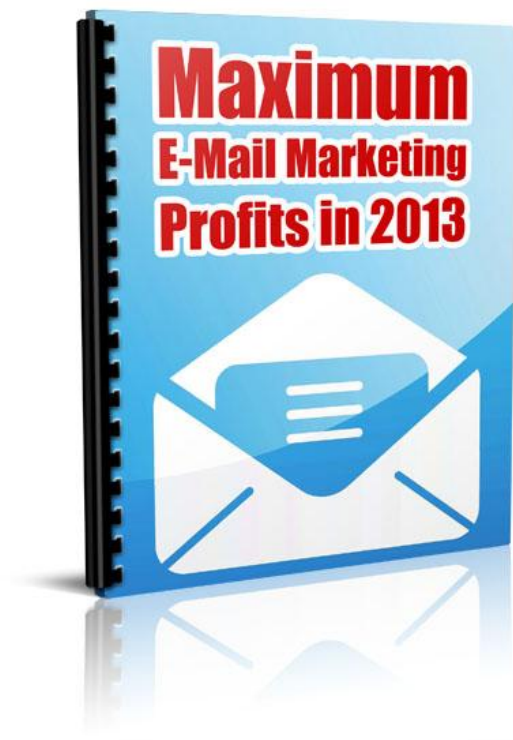
David: Right. I think that goes to a really important point, especially for first time product creators. Keeping it simple.

Kevin: Yes. Simple font, simple image. Look at my email one that we were just talking about. How simple could that cover be? There's nothing fancy on there. It's very easy to tell what it's about and it's very easy to read.

David: I'm going to bring that up quickly here to show people the finished piece and you can describe how long it took you to do that.

One of the other thing we're going to do is I'm going to actually put together a Word document and show how we can grab some copy real quick to create a draft product very fast, I think.

That's the sales page on this product. What you have is a lot of good numbers and



everything, which shows you exactly what this product is about.

This was at NAMS.ws/kremail13. Here's the cover you were talking about and how simple that is. And it's very clear, "Maximum Email Marketing Profits in 2013." The benefit is built-in; maximum email profits in 2013. So the benefit is clear, the cover is simple. It shows at 150 pixels or it shows at 600 pixels, so people are able to do that.

Here's all of the bullet points on your sales page. We didn't talk about this at all. We will talk about this as part of the execution. Bullets on a sales page, you can actually write a sales page first and these are the main points that your product will cover. A lot of folks do it that way.

Do you do that, Kevin?

Kevin: I don't do it that way, but I know a lot of folks do it that way.

What I tend to do is write the product first and then I'll sit down and I'll go through my own product, because I can't remember what I wrote. I'll pull the bullet points from it, "What did we do here? What does this help somebody do?" I look at exactly how they're going to benefit from it. Each of these is a benefit.

So I'm picking out benefits from my own product and creating bullets. I do it that way, but a lot of people do it the other way, like you were saying, and they do the bullets first. It really just depends on what works for you.

David: This is the package that comes in that product when you get it. This is what he's selling, the manual. You can see here this is the manual and here is the Table of Contents that he was talking about before.

You can see he has gone through and linked each one of them, so you have a link to each of the pages in the Table of Contents. Here's the message from the author that he talked about. This is all boilerplate. I have very similar boilerplate for my products that are email products. And here's the cover. I kind of went backwards there.

Now we'll go back on page seven, here's how you can sell this. He's actually marketing this book here on page seven.

It depends on your market whether you want to do that or not. Some people are turned off by this whole selling thing from the front, but he's selling it to marketers so it makes a lot of sense.

Kevin: Yes. Actually, I've shown people before how you can do this outside of marketing. You just have to think of what it is that people want. I know the example I used once a long time ago is photography. I created a page like this, and of course a person who is buying a book on photography they're not buying it to make money, but they are interested in photography and they sure would love to get the extra lenses for their camera.

So I couched it in those terms, "Hey, would you like to make a little extra money to get the new lens you want or some accessories for your camera? Here's how you can make a little extra cash." And then send them to the affiliate thing. They know a bunch of photographers who are interested in that, they could tell them about it. Why not get extra sales?

I think a page like this works in many different markets, it's just the way you term it and the words you use.

David: Here's the introduction that you were talking about and this is all words, like you said mostly writing.

Kevin: Notice that I'm bringing in information, "ExactTarget's 2012 Preference Study shows that a whopping 77% of online consumers prefer to receive permission based marketing messages." So anybody who was saying, "Email is dead." How many times have we heard that? No, it's not.

David: Actually, if you talk to any marketers at NAMS, any of the business people that we bring to NAMS as instructors, you ask them what their number one income source is and they'll tell you email marketing. Always.

Kevin: Without a doubt. That's where I make all of my money.

So I brought that in here as the reason you'd want to use this, the reason you'd want to follow what's in this guide.

David: The reason I'm showing you this product that Kevin created is that it's brand new and it shows that he's continually creating these products, but it also shows that we're following exactly the same process that we've talked about in our mind map.

This is the introduction and Kevin has created a problem/solution right here. He's highlighting that and making you realize that you need to read this ebook. I did and I've got the other stuff here, we're going to go back and show you the other stuff in a second too.

Then he gets right into some of these things that propel you into the rest of the book. That's what you want for yours as well.

The first thing he wants you to do is sign up for AWeber so you can follow along in the book. Here's the link to do that, which is an affiliate link. RileysPicks.com/aweber.

That's an affiliate link. That's cool because it's offering the service and if you don't have AWeber you can follow along but the rest of this is going to be with AWeber images. He's giving us the warning there basically.

Then he jumps right into stage one, the how to on all these things. List setup checklist is right there. Then stage two is a lead capture system. This is all about how he's taking over a new niche and using follow up email to do it.

You can see that he's using a lot of screenshots, which is really important, and all of Kevin's products do this.

I'm going to jump back out of this. Is there anything else we need to talk about here, Kevin?

Kevin: One of the things at the very back is a reference page. That's the other thing that we didn't mention before because it was part of the outlining, but when you're actually putting it together to have a resources page. Here's two things that were in there.

David: I thought I did that. I always have a resources page at the back of my stuff. That's really important.

Kevin: The resources page is a really good service to give your reader because then they have one place to check afterwards, they don't

have to go all the way back through, "Where was that in the guide where it linked to that auto responder service?" It's all listed here right here for you.

And for you as the product creator, it's more chances of people clicking on your link and buying the product that you're recommending, so it's very important to have that there.

David: The other thing that I want you to see is that he's created these checklists as well. You can see it from this screenshot here of the follow up series checklist, these are the things that you need to do and questions you need to ask yourself to follow up on. There's the individual email, how to create an individual email checklist.

These are really good, by the way. I read through these and thought, "I need to be doing more of this."

Kevin: Me too.

David: It's a little bit of do as I say, not as I do sometimes.

Kevin: A lot of times when I create these things I print them out and keep them for my own guidance. Like that \$7 Secrets thing, I was using that for years. Every time I went to put up a new site I'd pull it out and follow my own guide. When I create these things like this, I'm actually working on a new business right now and I'm going to be using these checklists for that.

David: That's kind of my point, that's one of the benefits of doing a product. It's sometimes the first time you document your process for other people. It really has a double benefit there.

You have a lead capture checklist here as well and you have a list set up checklist that goes with this. These are valuable additions and bonuses which help people consume your product. Consumption of your product is something that's really important. If you don't get them to consume it,...

Kevin: Oh, yes. I get people that ask me, "Why do you care whether they consume your product after they've bought it from you?" Because you want them to buy more of your products.

David: That's it. I've brought in this Word document and this is basically the things we were talking about with this positive parenting tips topic. These were the five things that we added in here now.

We saw a couple of good things and I want to go in here to the CDC. Now, let's take a look at these and see what kind of information we can get.

I'm just going to grab this. I'm not stealing content. What I'm doing is I'm getting resources that I'm going to build content with. I'm just going to start adding it in here. It's really just going to be a first draft of this.

Kevin: For example, take a look at this list here, "Talk to your baby, find your voice, calming." You just rewrite that in your own words.

David: Absolutely. That's kind of where we're headed here.

Kevin: The one you have on the screen right now, "Read to your toddler daily." Just extend on that a bit. Instead of saying, "Read to your toddler daily," this is very simplistic so you can take that and expand on that and give more information. "Read to your toddler daily," and then give them an idea of some books they could read to them. *Green Eggs and Ham* is one of my favorites.

David: Are we building character with books?

Kevin: *Green Eggs and Ham* you're building character because of the perseverance of Sam. Sam is persevering to get his friend to try those green eggs and ham. The other thing is that we actually try something new and that builds character.

Do something like that, yes. When you see notes like that, you're not plagiarizing by taking the idea and running with it and adding your own information to it. You've made it your information, you've made it your product now.

David: This one actually has curiosity in the tip, "Encourage your toddler's curiosity and ability to recognize common objects by taking field trips together to the park or going on a bus ride." That's a great tip right here. I can come up here and drop this, "field trips."

Then that makes me think you could take a field trip to the backyard, what's in the backyard. You can take a field trip to just get outside – getting outside is a big thing these days. Get outside.

Kevin: Go to a zoo.

David: Explore your grandfather's barn. That was one of the best things when I was a kid, I used to go to my grandfather's farm and just roam through the barn.

Go to the zoo.

Kevin: We used to love the barns. We used to play war in them.

David: Absolutely. At this point you can also give them, "Did you have a chemistry set or a microscope?" Something that encourages science – encourage science is what I'm saying, or encourage discovery through science.

I remember when I was a kid, we really were wild when I was a kid, I used to melt lead in my grandmother's pot on the front porch and make lead rings out of it. Of course you can't do that anymore. We were just always doing stuff like that.

Exploring nature.

So there are some curiosity kinds of things just from that one tip that we got from pulling this over there. That's what you're talking about expanding on.

Kevin: Yes, expanding on things and just adding your own information to it.

David: Here's one, "Respond to wanted behaviors more than you punish unwanted behaviors. Use only very brief timeouts, always tell or show your child what they should be doing instead." Where does that fit? That fits here under self-control.

Kevin: Perfect, yes it does.

David: We could expand on that. What we're doing here is very quickly just gathering our information that we found online, we're executing and creating the product.

I could very quickly – in fact, by our next session I will try to have a finished product that we create. That’s going to be in about three hours. I’ll try to have something that we can look at here and go over.

Then we can talk about marketing it and the rest of our six steps, which will be getting feedback about our product, improving our product, and then adding additional products. That is going back to the top here with your dream step, coming up with more ideas. We’ve already delved into that quite a bit. We know that we want a lot of products.

One of the things we’ll talk about as well is how to edit what you’ve built so that you have continual marketing products from that. For example, if you’re building a product like we’ve done here, we to go through here and pull out as many 140 character or less quotes as possible that we can use as Twitter tweets. We want to create Facebook posts. We want to do all kinds of things that we can pull from our product to drive into additional sales funnels. That’s one way we’re going to get more and more feedback.

Is this making sense?

Kevin: It is to me.

One of the things everybody should notice here, I was just thinking about it when you were grabbing all this information here, one of the things you had up on the question at Facebook was somebody saying, “how to know if they have the expertise to do something.” I’d like everybody to notice here that David and I are putting together a product about something we know very little about. Neither of us are parenting experts or anything like that. I’m way out of those years. That goes to show that even though we are not experts on this at all, we can jump into any subject and actually come up with stuff.

David: I will say that I am passionate about this subject. My very first product was a parenting product – the Bad Dad product. That still sells for me and it’s a pretty good product called Bad Dad: 10 Keys to Regaining Trust. It’s about how to get your kids who you’ve been estranged from to come back into your life and to have a better relationship, and it’s all about how we did that.

That would be an add-on product for me. One of the reasons I chose parenting was so I could actually start building more parenting products. This one, Positive Parenting Tips, I am so passionate about that because of the things that I see going on every day. It may not be something that I have huge expertise in as a doctor or a psychologist, but it is something that I can certainly borrow credibility from all of those people as I quote them and present my own thoughts and ideas, and my own research. We can all do that.

Kevin, I think we are pretty close to wrapping up this first session. Do you have any other thoughts about this?

Kevin: I think we pretty well covered it.

David: Did this format work well for you, going through the dream, test, and prototype?

Kevin: Yes.

David: It covers it pretty well, doesn't it?

Kevin: It's perfect. It ended up very good.

David: Okay, folks. Kevin is not going to join us for the next one because it will be 5:00 AM there and he'll be snoring at that point.

Kevin: Yes, I will. It's 2:00 in the morning now.

David: So Kevin won't be joining us for the next session. What we'll be doing in the next session is going through this and how to get feedback on your product and how to improve your product using that feedback.

Then your homework is to go through these steps over here that we have just gone through. What I'll do is post this mind map in our Facebook group and I'll also try to create a PDF of it or some kind of Word document out of it so that you can download it and use it to guide you through this process.

Basically I want you to go through this and do a little dreaming. That means come up with your ideas. Settle on a couple of ideas. Then you're going to prototype those ideas. In the dreaming you're also going to see if there's a market. We kind of do some of these things at the same time.

Then we would prototype it with an outline, a description, a napkin. I don't care what you put it on, just so you can talk about it. This is a discussion vehicle.

Then I want you to come back in the next session with some of your documentation and your discovery – is this a good market, what are the numbers, for example if you search on Google what are the market results, is it a big market, small market, targeted market, are they buying products in this market and are there affiliate products.

That's quite a lot for you to do.

Let's see. I jumped the testing, we need to add that here. Basically testing your concept. We covered some of that here in the buying products and affiliate products. That's a good test as well.

They should be able to do that by the time they come back, don't you think?

Kevin: Yes. Get to work.

David: Get to work. We'll rejoin this at 2:00 today, three hours from now. We'll come back and we'll go through your research and your product ideas. Then we'll also go through how to improve those, how to execute them, how to get them moving.

Anybody have any comments about this first session that we can discuss before you go? Any questions for Kevin before he goes?

Ute says, "You have no idea how I love this workshop. Your style, you're both coming from the same creative non-conventional mind. It gets me so encouraged and more confident. This session is worth the whole membership."

Thank you, Ute. That's a nice thing to say, I really appreciate that.

Do you guys have any questions for Kevin? I think he's covered a whole bunch today.

Kevin, it looks like a quiet crowd. I think we're all set. Enjoy your rest, my friend.

Kevin: I shall. Enjoy your day.

David: We will. Okay folks, talk to you in a bit.

Kevin: Everybody be productive.