

Four Tips Make Information Product Creation an Easy Process

My greatest passion is to assist others with sharing their expertise and knowledge – getting their Voices in Print. That process requires that a “product” be created, whether that is a book, a simple little eBook or report, a workbook or eCourse. The creation of these products requires being alert to a number of things which can make the task an easy one. The following four tips will keep you moving in the right direction – monetizing your mastery through sharing it.

Tip #1 Lean into Inspiration

Inspiration is an interesting part of our lives... it can come from just about anywhere at any time. However, if we fail to lean into it and tap into the powerful messages it sends, it may disappear, with absolutely no promise that it will come your way again.

Several of my favorite clients (friends) seem to have this amazing capacity to see all of life through metaphors, analogies and entertaining stories. If you can capture any one of these as a way to express your message, maximize the value of that gift!

Dr. Joyce Mills, a Play Therapist, never ceases to amaze me with how life inspires her through metaphors. One day I had the distinct honor of having a mid-morning brunch with her on her back patio. We were discussing a fantastic product she was creating, and in my inability to understand, or perhaps just to embrace, metaphors, she set about showing me how the story of the Wizard of Oz applied to life – metaphorically. My head is still reeling with how she has learned to “lean into inspiration” by understanding the absolute power of metaphors. (<http://www.drjoycemills.com/>)

Adam Urbanski, a friend and Marketing Guru has this wonderful capacity to take the headlines that pop up on his computer screen as Google ads and other daily news items and creatively spin those thoughts into some new marketing analogy. He draws from the infomercials he sees on television and puts an incredible twist on what he has seen, creating what I call a “variation on a theme. Once again I got to see the power of “leaning into inspiration.” One time I got a cute email from him that was this modified newspaper clipping where the President of the United States had honored me for some achievement – he masterfully used the analogy as a comparison between two different things (me and some person President Bush had really honored) in order to highlight some point of similarity Adam wanted to point out to me! (<http://themarketingmentors.com/about.htm>)

Therese Skelly, a therapist turned coach, is my masterful story-teller. I could probably see the exact same “event” as she did and walk away perhaps as changed as she was, but I would very pragmatically lay out the process while she used her creative writing to tell an incredible story that will stay in the hearts of her readers forever! For example: Therese absolutely loves karaoke and we both attend a little place in Scottsdale upon occasion. I saw the same people as she did, I heard the same songs that she did and I came away

simply present with the experience. Therese, however, wrote this truly powerful business marketing article, drawing from the experiences and characters of the karaoke events in an entertaining, fascinating way which I would never have imagined. Therese, much like Dr. Mills, has learned to “lean into inspiration” by absorbing life around her and turning the events into memorable stories that conveyed a significant message well above and beyond the actual events themselves. (<http://www.happyinbusiness.com>)

Tip #2 Learn to Love Research!

I know for a fact that most people hate the idea of researching a project; an action that makes my heart sing! Perhaps it is just my love of words – my love of seeing how differently people express themselves on the same topic. Is the message different because there is a different perception? Is it different because they simply have a different writing style? Or, is the feeling different because different facts are being presented by the different authors?

Newspapers, the library and the Internet can be your best friends. If your intent is to share your personal mastery with the world, you will want to give documentation that not only supports your personal position, but provide differing view points taken by others who share your interest in a topic. In this manner, you can give your readers the opportunity to choose their own “take”, and to see that aside from your mastery, you are confident enough in your standing that you are not afraid to be open-minded and share opposing views.

The technology currently available allows us to use research for more than information about which to write – there is valuable data about our audience that helps us to deliver specific, content-rich writings, products, etc. which a given market is literally crying out for. There is no need to develop something that is important to us, and create a hard selling process for ourselves when, in reality, if we do the research – our end result will be a better product that has been designed specifically to meet the known needs of a particular, easily-identifiable consumer audience.

Television and radio talk shows are other areas providing a research platform, should you choose to tap into their value. Pay close attention to the listeners on the call-ins – what is their pain, what are they telling the world they need? You might also want to consider the types of advertisers who pay for this show time – then ask yourself what those particular advertisers see as the value of that audience base... what kind of synergistic product would you have the opportunity to offer that would make your product creation an easier process – not to mention an easier product to sell to an eagerly awaiting consumer?

Tip #3 Learn to Out-Perform Your Competitors

When I first decided to get really serious about creating my own information product, my passion was ignited when I spent money on products myself which I felt to be less valuable than the price paid for them! I know – there is a whole psychology about valuing yourself and what you bring to the world and these creators had a healthy sense

of that. My objective however, being trained in a four-stage learning model, was that if I created a product, I could not with good conscious design one that was less than what I knew I was capable of designing and what is realistically required to create a positive change. I felt many of the products took the reader to a certain point – then left them hanging on the edge of some cliff, not quite where to go next.

I am also very aware of, and comfortable with, the entire sales funnel process, so I know it is not wise to a) give away too much of your mastery up front; and b) you continue offering more of that mastery as an up-sell for one of your higher-priced products. Even understanding, teaching and believing in the sales funnel process, I still felt there was too large a gap between the price paid and the potential positive result the buyer should expect to receive from the product.

I encourage you to do a number of things in this regard:

1. Develop a keen sense of the value you bring and price it at a level that your sales can sustain your ability to continue creating new support for your loyal followers.
2. Take the time to understand the full power of creating your own sales funnel – staging what you bring to your audience helps to simplify their learning curve and prepares you to deliver increased value over time.
3. Carefully research what products your competitors are providing and assess what you could do better and how your product can be presented in a manner that is unique and creative – setting it apart from many information products that seem to be getting a somewhat “canned” look and feel.
4. Look at the plethora of information you have to provide an eager audience and decide how many products you could actually create, how many different methods you could deliver it and what kind of “packages” you could put together that would make them more marketable, or give more perceived value.
5. Remember you have a responsibility to ensure your informational products respond to the five basic questions of what, who, when, why and how. If you do not provide in-depth coverage of all five areas, you are falling short of providing appropriate or adequate value.

Tip #4 Understand Your Audience

Once you have decided to share your mastery, the number one question you should ask of yourself is, “What are the primary messages and/or purpose for creating the information product – beyond leveraging my time and monetizing my efforts?” It is important you understand, at the deepest possible level, what you intend your product to “be.” You need to be acutely aware of the following other items:

1. Who is most likely to purchase the product – will it be individuals, corporations, schools, organizations?

2. Why do you feel they would be more likely to purchase your product rather than that of a competitor/
3. How will you market the product and make the purchase process as simple as possible for your prospective buyers?
4. What format do you feel will be most favorable to your audience – eBook, video, workbook, eCourse, videos... or some combination of any or all of these possibilities?
5. Where will you find your markets? Will you engage in networking, social networking, browser search, survey or word of mouth? Where does your ideal audience hang out? Where do they advertise; what do they read?
6. Once you have identified your best target, if you are not confident your writing style will be appealing to your reader, you may need to engage the services of an editor or copywriter who has high-level skills in writing not only compelling marketing materials, but a product that has a high appeal in use and visual presentation.
7. Have you considered designing your website in such a manner that you are constantly allowing feedback from your customers – they will tell you what they want and need if you give them that opportunity!
8. Take your product for a test drive! Work it through yourself, and engage your peers and friends in a beta test. It is much better to set your ego on the window sill and get the bugs all worked out in the beginning than to try and buffer an inferior product that was released before its time.

Finally... keep in mind there is a thin line between having a product that is out there without absolute perfection versus never getting it out because you are inadvertently or subconsciously hiding behind that perceived need for perfection!

I trust you found value in this article. If there was any one thing which really resonated with you during your read... please, act upon it – quickly so you maximize and monetize its value.

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