

*Rick Nuske's*

# FAST TRACK INFO-PRODUCT CREATION

*Making Info-Product Creation Fast And Easy*



**MY FUTURE**  
**B U S I N E S S**  
BUILDING BETTER BUSINESS

Written By Rick Nuske - [www.MyFutureBusiness.com](http://www.MyFutureBusiness.com)

## Introduction

Welcome to the very first module of the *My Fast Track Info Product Creation* program. Hi, my name's Rick Nuske, and I'm very happy you made the decision to get your copy of the program.

I decided to create this program for individuals like you, who are ready to build a sustainable online business that can bring them a large level of success when compared to most traditional businesses.

While the amount of your success will mostly be determined by how much effort and time you put into your business, the strategies that I have included here can and will provide you with the tools you need to start making money with your own information products.

In the first module of the *My Fast Track Info Product Creation* program, you'll get to see:

- What information products are and the variety of formats they come in
- Why you should create an information marketing business and its long list of benefits
- How to pick a niche based on your interests
- How to research your market and your audience for maximum success
- The top markets for information products
- Why you should start off by giving a free product to your audience

I'm sure that you will uncover a lot of useful information in *My Fast Track Info Product Creation* program. This program is designed to help you start a sustainable business regardless of your prior experience and without the hassles that come with starting a traditional business.

If you'd like information on my other business-building products, please visit my website at [www.myfuturebusiness.com](http://www.myfuturebusiness.com).

Here's to your success,  
Rick Nuske

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## What is an Information Product?

An information product is a product that involves selling information to your customers. As you can probably guess, this can cover a wide range of topics as well as a wide range of audiences.

The nice thing about information products is that you can offer customers your product in a variety of formats. The format of your information products may be dictated by the market or niche you are in but it's best to keep your options open to reach the majority of your audience.

The following is a list of the most popular formats but it in no way should it limit the potential of your business. I will also cover each of these formats in more detail in the remaining modules included in this program.

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## E-books

An e-book is a book presented to your audience in a digital format that can be downloaded. They are usually in the form of a PDF document. E-books are very easy to sell as they can be sent to your customers via email very quickly and they are easy to download.

E-books are also a great and convenient option for your customers as they are easily read on any device, including tablets and smartphones. Converting e-books is a simple process as it can easily be done with later versions of Word or with free software such as PrimoPDF.

There is very little cost in producing an e-book and you don't have to worry about publishing restraints as you would with a traditional book. You can simply convert your document into a PDF file and distribute it directly or you can also make it more widely available for sale through Amazon's Kindle Direct Publishing or on iTunes. We will cover this in more detail in the next module.

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## Books

A traditional book not only has a higher perceived value, it makes for a nice information product as it gives your customers something they can physically hold in their hands. Unlike an e-book, you will need to consider the fact that you will need to ship the product to your customer. A physical book also is a proven lead magnet and as a key strategy, positions you as an authority on your chosen topic.

With physical books, there are a number of things to do to make sure your book ends up in the hands of your target customer. One might be how are you going to encourage people to provide you with their postal address which is needed to ship your book? You may need to think about if you will incur the shipping charges or if they will be passed on to your customer? All of these types of things are very easy to overcome.

From current trends, most information marketers only charge their customers for the shipping cost to mail the book and make the actual book free of charge. The value this provides reduces the barrier of collecting a physical address from your customer and it also gives you another avenue to reach them with marketing material in the future.

With a traditional book, it will be necessary to publish and print your product. This may cost you a significant amount of money and time depending on what options you choose. If you choose traditional publishing methods, you will lose a considerable amount of time getting your book approved and printed for distribution. In some cases this could take up to a year or more.

You can, however, self-publish your book. There are many options available nowadays for people who want to self-publish their material. These options are much more cost effective and they remove the restrictions that some traditional publishing methods may impose on you. Some self-publishing options include Amazon's CreateSpace or Lulu.

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## Newsletters

If you have an email account, there's a fairly good chance that you are already receiving newsletters from people or companies that you follow online. They are usually distributed weekly or monthly and provide a good source of content to their audience.

You are most likely familiar with free content that is delivered to your email address but as an information marketer, you can charge a fee to your customers. This is true whether you plan on emailing your newsletter or physically mailing the content.

It's important to note that whether you provide the content at no cost or for a fee, you will be competing with a lot of other newsletters out there. This is why you must make sure that you are providing your customers with relevant content that will provide value to them on a regular basis.

The content can include articles related to your market or niche, tips for success, interviews of key figures or successful individuals in your niche or a combination of all of the above. Regardless of the content in your newsletters, your content will need to be of a good quality to justify the amount you are charging your customers. That said; don't make the mistake of providing low quality content if you are sending your newsletters out for free as this will reduce the trust and credibility factor you have with your audience.

The cost to distribute a newsletter will depend on the format you choose. If you are sending it out in digital format via email, the cost will be minimal. However, if you are producing a physical newsletter to mail to your audience, the cost will be significantly higher and will most likely warrant collecting a higher fee from your audience.

Here's a tip: always use more than one media to stay connected to your market, and never rule out using a combination of online marketing such as email marketing, and offline media such as post cards and other physical mail.

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## Webinars

Webinars are basically online teleconferences or workshops with video. You can create a slide presentation in software like PowerPoint and then present it live to your audience, or you can go live and have your 'talking head' on the screen where people can actually see you communicating in real time.

Webinars give you the ability to control the level of interaction you receive from your audience. Most information marketers allow for a Q & A session at the end of their presentation to allow for a more personal experience. Webinars can be delivered using a variety of software options including WebinarJam or Evergreen Business Systems - both of which have the ability to collect questions and email them to you automatically once your webinar has finished.

Webinars can fit into any level of your business whether you are just starting to attract an audience or if your business has existed for a number of years. They can act as a way to introduce yourself to your audience, a way to explain an aspect of your business or niche, or you can use them for coaching or training sessions.

As with other digital products, webinars are relatively inexpensive to create. They can also be recorded and sold as additional or add-in products later on in your sales funnel, which we will discuss in more detail in a later module.

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## Membership Sites

Membership sites are websites that your audience will subscribe to in order to gain access to the content provided within. This is usually done by charging a monthly fee, which will vary depending on the amount of content provided.

Some information marketers will give their customers a free trial for one or two weeks so they can see the value of the content before they pay full price for it. This is a great way to build trust and credibility with your audience.

Since you may be charging a monthly fee for the content, your site will need to include a continual stream of valuable information to justify the fee. As most people can find information they are looking for online for free, you will need to stress the value of your content as well as the convenience of having it all in one place. You will also need to keep the content relevant and up-to-date so that your audience receives continuous value and keeps them as a subscriber to your site; and thus, generating more revenue.

Given that most information can be found online, the most successful membership sites involve compiling information that will save their audience time by having it all in one place. The type of content on these sites usually revolves around “how to” or instructional types of material.

Members of your site will pay to access most, if not all, of the content on the site and each will have their own unique password. You will see this on magazine or newspaper sites, like the Wall Street Journal, where you can access some of the content but in order to access all of it you must pay a subscription fee.

Other examples of membership type sites include LinkedIn.com or Dropbox.com. Each has a level of functionality based on membership. You can sign up and use some of the features for free but to gain full and complete access you must pay the membership fee. You will also notice that some membership sites will charge monthly or they will provide you with a discount for paying for a full year or more.

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Providing your audience with a membership site will require some effort on your part - which is made easier with our help. You will not only need to provide a lot of content on a regular basis but you will also need to set up a secure website to accommodate users signing up for access and having a password and so on. If this sounds too overwhelming, you may want to outsource having this done for you.

The nice thing about membership sites is that they provide an excellent source of continuity income for your business. Having continuity income will provide your business with a steady flow of cash that will help you to meet your monthly obligations without worrying about how many products you need to sell in order to stay afloat.

Even though you may want to focus solely on eBooks or events as the main part of your business model, having a continuity program is not only a good idea, it is a vital strategy for keeping cash coming in to your business.

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## Coaching and Training

Offering coaching and training helps you to build a rapport with your audience and positions you as the expert in your chosen field. Coaching gives you the opportunity to create information products that involve coaching and mentoring in your specific market or niche delivered in just about any format you can think of.

You can offer training materials in e-book or book format or you can do live training or coaching sessions to have a more personal relationship with your audience. This may also be a part of your continuity income strategy as you will most likely charge your customers a higher monthly fee to have access to your coaching services.

Providing these services is cost effective but it does mean taking time out of your schedule. If you're considering offering coaching and/or training services you will want to limit the amount of people you coach or train to ensure the quality of your services. You will also want to make sure that you are charging your customers adequately for the use of your time. And finally, look to develop your coaching program so that you can deliver content in groups to leverage your time - rather than one-on-one sessions.

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## Seminars and Other Live Events

While you may feel that offering webinars to your audience is sufficient to building a relationship with your customers, you may want to consider taking it to another level. Holding live events not only make a considerable difference in building trust and credibility with your audience, it can significantly boost your revenue.

A live event will usually provide a learning experience of some kind to your audience. You may want to limit how often you hold live events for your audience given the significant amount of work involved. This includes choosing:

- A physical location, which can range from generic to exotic
- A venue, such as a hotel meeting or conference room
- The time and amount of days for the event
- How many people will attend?
- Who will be the guest or keynote speaker
- Any refreshment or catering needs

Given the extent of this list, you can see that some very serious planning is involved with holding a live event. You most likely will have to pay for some of these services prior to the event so it will involve significant upfront costs. However, you can cover your expenses ahead of time by offering a discount to your customers with an early bird registration.

By doing this, you can collect the money a few months in advance so you can pay for services and deposits for the event as needed. But careful consideration must be made as you will need to ensure that the amount of money you collect will not only cover all of your expenses as well as make a profit. For this reason it is best to have other information products in your business so that all of the income you receive from your business isn't tied to one single event.

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## Why Create an Information Product?

After reading about what types of information products you can create for your business, you may be wondering how this business model can be successful for you. I can tell you from personal experience that information products provide a solid foundation from which you can build your business around. This is not theory, it's a fact that many people otherwise unknown, have created their own line of information products specific to their niche, and have gone on to create very profitable businesses.

While owning a traditional business has its advantages, there are unique advantages to creating a business based on information products. These advantages include:

- The ability to reach multiple members of your audience by only doing the work on one product. Instead of taking the time to share your knowledge with each and every single customer, you take the time to put all of your knowledge into one product and sell it multiple times and sometimes in multiple formats.
- Having an information product makes you an expert in your customer's eyes. This will start to build relationships from which you will become a trusted advisor and someone they hire to gain access to knowledge and expertise they need on a certain topic. Having your own high quality information products also helps you sell them additional products in the future.
- Although not what I recommend, with having your own information products, you don't have to interact with your customers if you don't want to. When you have a physical location, you have to greet customers and encourage them to stay in your store long enough to actually buy something. With an information product business, your information product does the work for you. This gives you the opportunity to reach your market anywhere and at any time; it also gives you the choice to work where and when you choose.

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- The staff you hire to work with you can also benefit from your unique business model. Just as you can work from anywhere, your staff can also benefit from the same circumstances. You can hire people to help you from anywhere in the world as long as you have a way to communicate with them on a regular basis. This can be a great selling point for getting key people to work with you.
- You don't need a large staff to run your business. Even if you do want to hire people to help you with your business, the information marketing business allows you to run it with no staff or only a few people at most. You can hire people directly but most information marketers hire contractors that can easily be found on Elance.com or Guru.com. You will also save money by not having to pay huge salaries to employees since you can pay anyone who works with you on a per project or per hour basis.
- You don't need a large sum of money to get started. Most businesses require a significant sum of money just to get started. According to statistics, the average amount of money to start a new business can run anywhere from \$10,000 USD to \$30,000 USD or more. Since you are starting your information product business based on your knowledge, you most likely won't need licenses or certifications to sell your product. Your business also won't require you to have expensive equipment or office space for you to work. However, you will still need to spend a significant amount of money on marketing.

Here's a Tip: If you're not a not-for-profit organisation - You are in the money game - only focus on daily activities in your business that make you money to maximize your profit - your cash flow is king.

As you can see, there are quite a few unique advantages to creating an information product business compared to starting a traditional business. Yet it's also important to remember that just because it isn't like a traditional business, you will still need to apply yourself to make it a success.

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Even though you won't face the numerous barriers a traditional business presents, you will still need to carefully plan and apply yourself to develop your information product business. You will also run the same risk of failures but you will also have a better opportunity to bounce back.

As your business grows over time, you will have developed a range of information products in a variety of formats. Some of your products will do well and some won't. Some formats of the same product will sell better than other formats of the same product. The point is that having different products in a variety of formats gives you a better chance of success.

Here's another tip: Spend time on relevant, targeted market research on your chosen topic and available competitors to educate you as to what's available, what's hot right now [P26], and what information products don't sell. We'll talk more about research in a later section.

If you want to learn more about online marketing, you might want to start off by selling other people's products as an affiliate. By being an affiliate, it can help you to learn what other products are out there and how others are marketing them. However, as I explain in the next section, I don't suggest that you use being an affiliate as a long term strategy.

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## Why Being an Affiliate Isn't a Sustainable Business Model

Most people start off in online marketing by becoming an affiliate of someone else's products. This is a great way to learn about information products as well as marketing, but it most likely won't get your business to the level you desire.

When you sell products for someone else, you will make a commission based on that sale. The amount is determined by the owner of the product and they will also determine how often you are paid for your efforts.

In order to make a sale, you still need to drive traffic to the product sales offer so that people can purchase the product. It's important to note here that you are basically working to make money for someone else. If you are going to work to drive traffic to an offer, you stand to make more money by driving it to your own products.

By having your own product, you have complete control over your success. Having your own product means you collect 100% of the sale and the profit margin of your business will significantly increase. It will also be up to you to potentially create your own affiliate program and have others sell your products for you. We will cover the advantages to this in a later module in this program.

While it may be tempting to stay with affiliate marketing as your business model, it really doesn't give you the opportunity to build a relationship with your customers. This is where having your own list comes into play. Being an affiliate marketer makes it difficult to build a list where if you have your own products, you can easily create, build and nourish your list.

It is easier to build a business doing affiliate sales but it does come at a price as you will be limited to the level your business will reach. Creating your own products gives you a lot more flexibility and allows you to create the best offers and upsell products to make even more money in your business ventures.

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## Picking a Niche

While I've covered the various types of information products you can create as well as why they can create a sustainable business model, before you can get started you need to decide on a niche or market for your products.

The best place to start searching for a niche or market is you. Since your information product will most likely be based on your skills or knowledge, you will want to build your business around a topic that you know well and have an interest in. While you may think that you don't know anything of interest or enough on any one topic to build a product about, you probably have more knowledge than most people on that particular subject.

When you create information products, you are basically sharing your knowledge with your audience. It is up to you to decide on what you have the most knowledge of and how to present it to those potential customers that want it. To do this, you will need to think back over what you have done and experienced during your career along with any non-work-related life events that you've been able to learn from and enjoyed.

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The best way to do this is to write down and compile anything that could be of interest. You can ask yourself questions like:

- What do you like to do in your spare time?
- What are your interests or hobbies?
- What have you learned in your career that could help someone just starting out?
- Have you received any sort of specialized training or certifications, career-related or in your personal life?
- Have you travelled anywhere outside of your local area? Overseas? What experiences did they expose you to that others might see as valuable?
- Have you experienced any life changing events, such as a divorce, a death in the family, layoff, bankruptcy or foreclosure?
- Do your friends or family often come to you for help or advice on a particular subject?

Answering any or all of these questions should help you narrow down any knowledge you may have that can be marketable to your audience.

You can start by finding out what your audience wants or is interested in and from there; build a product based on your findings. Although the idea of building an information product based on your own personal experiences and interests will save you time, often times it may not match what your target market is looking for. Asking your target market is one of the best methods for gaining insight into what they're struggling with or wants answers for. It's wise not to build an information product without doing any research hoping they will buy - find out first!

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## Researching Your Market

Once you have chosen a market, you will need to do the necessary research to make sure there is an audience interested in your topic. Even if you think your topic is unlike any other, it won't make any difference if you have no one that wants to buy a product based on it.

Researching your topic before you create a product based on it will save you a lot of time, money and heartache. There's no reason to create a product if there's no audience for it. This is also why it may be a good idea to have more than one idea in mind in case you discover one of your ideas isn't very marketable.

There are a variety of ways to research your market. Some of them include:

- Asking or surveying your audience. This will be an easier process once you have built up a customer base. You can use an online survey service like Survey Monkey to email your list and ask them specific questions. Be careful not to get too personal or asking more than 5 key questions or you run the risk of alienating your list.
- If you're just starting out, you can place a simple survey on your site to get more information out of your site visitors. If you are contacting your customer lead using normal postal mail, then mail the same survey to them and provide a return envelope and paid postage. You can also drive traffic directly to an online survey using pay-per-click (PPC) ads or social media posts.
- Ask your survey research questions during a teleconference or webinar. You can conduct one specifically based on your topic and gauge the response by attendance and the feedback provided. At the end of the webinar, you can poll your audience or directly ask them if they would like more information based on your topic.

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Here's a tip: You should always be recording your webinars using software called Camtasia as it can be sold as its own information product in the future, or given away as a bonus inside another product you've created.

- Research your topic online. Look at blogs, forums, freelance sites such as Elance, or book authors on Amazon who are related to your niche. Spend some time on sites like Google Trends or ClickBank to see what's popular in your niche. You will also want to see if any other products similar to yours exist. Contrary to what you may think, if you do find other products like yours, it's actually a good thing. That will usually mean that a market already exists for your type of product and that you can be successful selling something similar to what's already out there.

You will also want to research things like market size, trends, and pricing related to your market. Pay attention to certain offers and ads that you see frequently.

Creating an information product is often a challenging and rewarding process. You will want to make it as easy and enjoyable as possible. By doing the necessary research, you will avoid a lot of wasted time and frustration. You will also start your business already knowing that you have a viable product and an audience that is willing to buy it.

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## Key Markets for Information Products

Even if you feel as if you don't have enough knowledge of a topic or you can't seem to pick one that interests you, there are some key markets to choose from that have proven to be successful for promoting and selling information products.

It may be that you need to spend more time learning a topic of interest or market to be able to create a product based on it. By investing your time in this way, you will improve your likelihood of success.

## Business Advice

This area covers a wide range of topics in itself but is mostly geared towards individuals who are looking to start their own business.

Some of the topics that will generate positive results include:

- Increasing the number of customers or client base
- Creating a marketing system
- Setting up systems like accounting, management, human resources, customer service or franchising
- Keeping costs low or reducing expenses
- Managing employees
- Improving communication

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## Self Help

Self-help is one of those topics that's been popular for at least the past two decades and continues to remain that way. People are constantly looking to improve themselves and are willing to spend good money to take advantage of available self-help information.

The topics included under the self-help category are many and they include:

- Weight loss
- Exercise
- 
- Sex and relationships
- Spirituality
- improving self confidence
- Goals and personal development

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## Hobbies and Special Interests

People do more than just work every day. They have hobbies or things that they like to do in their spare time. Your information product could target true enthusiasts who are looking to learn more about your topic or it can be geared for beginners who want to learn how to get started.

Some topics for hobbies or special interests could include:

- pets
- arts and crafts
- participating in or watching sports
- gardening
- collectibles
- cars or motorcycles
- writing
- books
- cooking
- music
- video games

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## Investing or Trading Advice

The combination of stock market ups and downs in the last few years along with the ability to trade stocks online has created demand for information about the stock market. If you have experience with trading or investing, you can create information products that people are hungry for. It's vital to have what I refer to as 'a starving crowd' keen to access your information product on investing and trading.

This can also be applied to retirement planning. With the number of senior citizens increasing every day, there is a good number of people out there that need help with planning their retirement. Your product can also cover those who are still in the workforce and want to make sure they will have enough saved for when they want to retire.

Other topics in this category include:

- Avoiding foreclosure
- 
- Recovering from a bankruptcy
- Saving for college
- Investing in real estate
- Owning precious metals, and so on

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## The Importance of Having a Giveaway Product

When you first start building your information marketing business, you will need to attract people to your business. The best way to do this is with a free or giveaway product.

### What is a Giveaway Product?

A free or giveaway product is something you use to get people to notice your business within its chosen niche or market. This is often called a 'lead magnet' that 'attracts' interest from your target prospect just like a magnet.

Your free product can be a variety of things but mostly you will want it to be something that you can send to your audience via email or by post. This is usually in the form of a free report or tip sheet related to your niche. It can also be a series of videos or emails, or a combination of those and postal mail that provides information to your audience and keeps you in front of their mind.

The main reason for having a giveaway product is so that you can have a reason to collect your audience's email address. Making it free or offering it as a "giveaway" eliminates the barrier to your audience providing you with their email address or other pertinent information.

Once you have their email address, you can start sending them more information along with your future offers. This is the beginning of your relationship with your audience so it's important that your free content is of high quality and relevant to your niche or market.

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## Attracts People to Your Business

Having a giveaway product is an important step in getting people to notice your business. This is why it is so important for it to be of high quality. Your giveaway product is one of the first things that your audience will receive from you and it must make a good impression.

If your audience is impressed with your giveaway product, they are more likely to share your information with others. This will succeed in attracting people to your business. The more people are attracted to your business, the more you improve your chances of attracting customers who will buy from you in the future.

## Give Your Audience Something of Value

Your information products must impress your audience enough so that they stay engaged with your business. You must do everything you can to stay in front of your prospects and existing customers so they remember who you are and what you have to offer, and importantly - what your products and services will do for them.

If it's something that they've seen before or can get from other resources, they won't be impressed with you or your business.

Your giveaway product should be focused on building and maintaining trust and credibility with your audience. Anything that goes against this could cause your audience to unsubscribe from receiving future communication from you which means you will no longer have any legal right to market to them. And this defeats the whole purpose of having a giveaway product in the first place.

Anything you send your audience, and this starts with your giveaway product, should make them look forward to receiving more information from you. This will keep them engaged and will encourage them to purchase items from you in the future.

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## Maintaining an Email List

In order to send your audience your giveaway product, you must maintain an email list to make it happen. You will collect your audience's email address from your site when they opt-in to receive information from you. Don't worry if you have never done this before, I will help you.

Your giveaway product is your way to entice people to sign up for your list - your "magnet" that attracts them. You will do this by placing a form on your site where you will request they fill out their information and then the giveaway product will be delivered to them via email. I suggest keeping this form simple and only asking for a minimum amount of information, such as a first name and email address only - or just their email address. Requesting anything more than that could prevent people from signing up to be on your list as it is seen by the person as too big a commitment early on.

You want to remove all the barriers that you can to getting their initial contact information. Also, be prepared to set up your business such that somewhere along the way, you can ask for their full contact details. Doing so will enable you to start using direct postal mail so you can use multiple marketing channels to stay in front of your prospects and customers.

To start building your own email list, you can sign up with an email provider like Aweber or Get Response and they will walk you through the steps to create a form for your site and get started with building your list. If you would like a more in depth discussion with me on how to set up your list and learn more about email marketing, you can learn more through my Email Marketing Success program. I also recommend scheduling a time to work with me on setting up your business using the Done-For-You Service on offer.

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## Creating Your Giveaway Product

Your giveaway product doesn't have to be overly sophisticated. However, it still must look and feel as if it's professionally produced. If it looks cheap or it doesn't provide value, your customers will probably not be willing to buy information products or anything else from you in the future.

Creating your information product will mostly depend on the format you choose for your product. The format of your product may also be dictated by your niche and/or your audience's preferences. You will discover what type and format is best when you do the necessary research for your market.

The most popular giveaway product among information marketers is the free comprehensive report or e-book. If you decide to go this route, you can easily create the document in word processing software, such as Microsoft Word. Most word processing software will allow you to convert your document into a PDF document, which is the format you will want to send to your customer. If you have an older version of Word or the software you use doesn't allow this, you can use free software such as PrimoPDF to convert your document.

You will want your document converted into PDF format for two reasons. One reason is so that the document can be easily downloaded by your customers. Another reason to convert it into a PDF document is so that the document can't be changed in any way once it has been sent out. This will discourage anyone from copying your document and using it to sell as their own.

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## Content for Your Giveaway Product

Deciding on the specific content for your giveaway will be key to its success. Make sure that you provide valuable content that is relevant or helpful to your audience and that will also encourage them to download it. Otherwise, what's the point if no one reads it?

Some content ideas for your giveaway product based on your niche can include:

- How to instructions
- Tips and strategies
- Compilation or listing of top resources
- White papers or case studies

When it comes time for you to prepare your giveaway product, the easiest way to get started is to create an outline of the main points you want to include. Doing this provides you with a guideline for how your product will look and it may also point out places where you can add key information that may be missing.

As you create your content, remember that you're teaching what you know and sharing your experiences to your audience. Your content must touch their emotional triggers in some way so that not only do they want to buy the next product that you offer inside your download, but so that they will enjoy the product as they read through it. If they enjoy this product, they will continue to buy other products from you.

You can do this by making your text conversational - that is to say, writing as if you are talking to a friend or colleague - and including an appropriate number of charts, diagrams, and other types of images to demonstrate key factors within your content. A warning: don't overdo the use of charts because that can be a good way to put your readers to sleep - that is unless, of course, your market loves that sort of thing.

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You'll also want to provide them with as many relevant examples and resources on the topic so that they have something to relate to as well as refer back to as they're learning.

Here's a tip: always make sure to have offers and links other products and services inside each and every information product you create. This is all about increasing the average lifetime customer value of each customer.

If the thought of creating an information product intimidates you or seems like too much work, you may want to outsource some or all of the material. However, if your product is based on your specific knowledge or experiences, you will still need to be involved to some extent with the creation of the product.

In order to keep your product and its content consistent with your knowledge and experiences, you may want to schedule daily or weekly meetings with the person or team that's creating the product for you. This makes sure that they stay on track and that all of the information necessary to complete your product is included.

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**So Before We Catch Up Again In The Next Section, Here's A Few Things For You To Do - Don't Skip Them - It's Important:**

- Pick a niche or market that interests you
- Research your niche or market to ensure your success and gauge popularity
- If you can't decide on a niche, consider choosing from a market that is known for its success
- Create your giveaway product
- Create auto responders to send to your list and entice people to download your giveaway product

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