

*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)

# My Fast-Track Info-Product Creation Program

## Module Four

### Creating a High-Priced Specialty Product

By  
Rick Nuske

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## Introduction

Hi, my name's Rick Nuske and I'd like to welcome you to the fourth module of the *My Fast-Track Info-product Creation* program.

I have created this program for those individuals who are looking for an alternative to the boring 9 to 5 lifestyle most people have become so accustomed to. Within this program, you will find all the tools and techniques I used to successfully start my online business and escape from a dead-end corporate job. These same strategies can provide you with the necessary tools you need to start your own online business.

In the fourth module of the *My Fast-Track Info-product Creation* program, you'll learn:

- What is a specialty product
- Why a specialty product will greatly enhance your profit level
- Different formats for your product
- How to create content for your product
- How a fulfilment company can make your product look more professional

I'm sure that you will find the strategies within the *My Fast-Track Info-product Creation* program as beneficial resources for your business. This program is designed to help you start your own online business without the facing the hurdles 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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## Why Create a Higher-Priced Product?

At this stage of your business, you've created a giveaway product to attract customers, you've created and sold your introductory product and you've most likely created and sold a continuity program. Do you really need another product?

The answer is yes!

When you created your introductory product, there's a very good chance that it was based on a general overview of the subject matter. You may have touched on a few specific points but probably didn't go into a lot of specifics given the nature of the product.

This is where your high-priced specialty product comes in.

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## What is a High-Priced Specialty Product?

A high-priced specialty product is one that takes a related or specific subject from the content of your introductory product and covers it in depth. For example, let's say that your introductory product was based on how to set up an accounting system for a business. Your high-priced specialty product could be about creating and analysing financial reports.

Just as your specialty product will discuss taking an aspect of your introductory product to the next level, the product itself will take your business to the next level in your sales funnel. It should take the subject matter of your niche and provide your customer with advanced information and instruction on a particular area or topic.

Offering your customers a higher-level product gives you two main benefits. One is that it further elevates your status as an expert in your niche. If you can provide detailed information on a particular subject, your audience will know they can come to you for more products that are of high quality.

Another benefit is that when you are selling high-quality information, you can justify charging top dollar for it. This takes you a step above just having an e-book business and provides you with more opportunity to make a significant difference in your profits.

If you take my example from above about basing your introductory product on setting up an accounting system, this gives you multiple possibilities for high-priced specialty products. In addition to one based on financial reports, you can create specialty products that are specifically focused on accounts payable, accounts receivable, auditing (both internal and external), and month end or year-end procedures.

As you go through the process of developing your specialty product, it may help you to go through your introductory product. Look for any areas where you can go into further detail or instruction in order to assist your audience.

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## Creating Content for Your Specialty Product

As I just mentioned, you may want to look at your other products for ideas of what to focus on for your specialty product. It can be ideas that you've just touched on or it can be a related concept that hasn't been explored yet.

The key is to make sure that the product you create is something that your audience needs and is eager to buy. You can do this by polling or surveying the customers who bought your introductory product and find out what they would like to see next or have more information about.

Once you have an idea to focus on, I recommend following steps similar to the ones I covered in Module Two for creating an eBook. You will want to have an outline that addresses all of the major topics that will be included in your product.

You can do this by creating the traditional outline that will help you to not only think of major topics but related sub-topics as well. You can also create a mindmap that will help you to branch out from your main idea to collect additional topics that are related.

You will want to have some format to follow regardless of the format you use for your specialty product. This will help you to stay on track and not leave out any important information.

If you're creating your product by recording a video, DVD or CD, you will want to have some sort of script to follow along with. You can create it by using your outline or table of contents as a template.

Your script should read as if you are having a conversation with a friend. Your audience will want to feel as if you're talking directly to them. Anything less than that will sound monotone and put your listeners to sleep. It may be a good idea to record a portion of the dialogue and have someone listen to it and provide feedback. They may pick up on things that you won't notice and help you to make a more quality product.

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Along with the use of a script, you may also want to consider using a teleprompter service when recording your product. It may help you to reduce noise as your recording so that shuffling papers from your script in the form of paper or note cards doesn't come through in your recordings.

A free option that I recommend using for this is called [Cue Prompter](http://CuePrompter.com). You don't need any special software to use it and it also provides you with some flexibility.

The screenshot shows the CuePrompter.com website. The header includes the site name and a description of the free teleprompter/autocue service. A sidebar on the left contains contact information and a list of features. The main content area has a 'Quick start' section with a text input field and a 'System requirements' section with a list of browser and OS compatibility details. A right sidebar promotes an 'X-keys Foot Pedal' and provides a link to download the 'Kcab -font'.

**CueP**

## CuePrompter.com - The Online Teleprompter

Free teleprompter/autocue service

CuePrompter is a free teleprompter/autocue service. Your browser works like a teleprompter -no extra software needed.  
Free for any use (both commercial and non-commercial)  
Bookmark this site and come again when ever you need teleprompter services.

For feedback, questions and suggestions, please send us [email](mailto:email).

**Cueprompter.com - free teleprompter/autocue service. Your browser works like a teleprompter -no extra software needed**

### Quick start

Write or cut and paste your script to the form below.  
Press the button to start the prompter.  
If text needs editing, just close the prompter window and restart with the new script.

Write or cut and paste your script here

(max. 10.000 characters)

### Features:

- **NEW! (11/2013)**  
Keyboard controls (spacebar , ^ , v)
- [Foot pedal available from X-keys](#)
- adjustable speed
- forward, stop and reverse scrolling buttons
- normal and mirrored display (mirror with Kcab font installed)
- two screen sizes, two font sizes

**Screen Size**

☐ Small  
☒ Big  
☐ Max

**Font Size**

☐ Small  
☒ Big

**Reverse Mirror**

☒ Normal  
☐ Mirrored  
Download [Kcab -font](#)

**X-keys Foot Pedal for CuePrompter**

**Start Stop**

**Slower Faster**

[Foot pedal for Cueprompter](#)

### System requirements:

- works well with most browsers and operating systems. In Windows machines Google Chrome and MS Internet Explorer seem to work better than Firefox.
- reverse mirror display (method 1) : download and install Strait Kcab -font. Then tick "Mirrored" option before launching the prompter window.
- reverse mirror (method 2, only IE browser) Kcab font is not needed. You may need to change your browsers security settings. First add <http://www.cueprompter.com/prompter.php> as a "Trusted zone" in your computer (none-https). Then allow active content to be displayed on your computer (in trusted zone). Select the "mirrored" option from

With Cue Prompter, you can adjust the speed of the text, the font size or your screen size. Using this will allow you to read directly from your screen without worrying about having to keep your pages or index cards in a specific order.

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## Different Formats for Your Specialty Product

Just like the majority of the other products in your information marketing business, you can choose from a variety of formats to create your specialty product.

Given the nature of what your specialty product is about, I generally find that it's best to present the material in the form of a course or training modules. This can be done through a series of eBooks, workbooks, DVDs, CDs, webinars or videos. For the purposes of this module, I will be focusing on videos, DVDs and CDs.

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## Video Production for Your Specialty Product

The use of video has quickly become an integral part of business focused in the world of information marketing. With the introduction of YouTube in 2005, video has changed the way we view, learn and sell information to our customers.

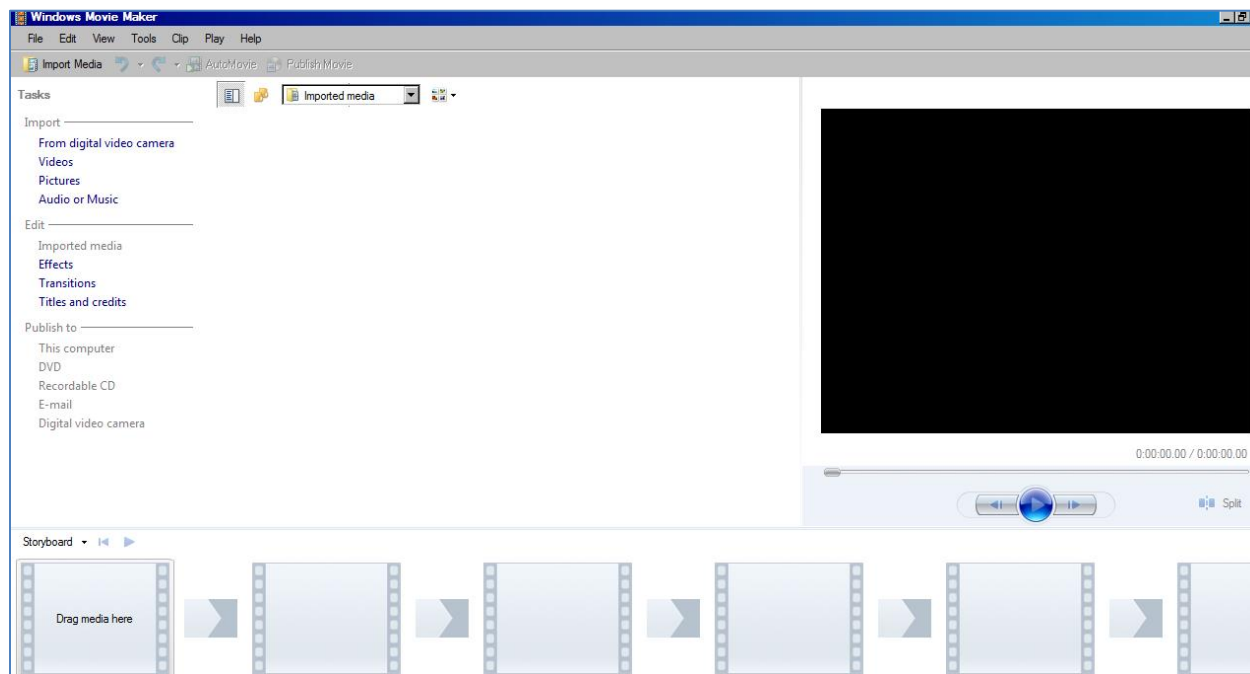
Video is a great way for you to present material to your audience as a specialty product. If you are giving them information in a course format, you can easily make it feel like you are talking to them in the video as if they were in a classroom setting.

The nice thing about producing videos is that you don't necessarily have to buy expensive software to create them. Although some software programs you can purchase will deliver more options and higher quality videos, you may find that they aren't necessary for your purposes.

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One free option that you can use is Windows Movie Maker.



This software is already installed on computers using Windows operating systems or it can be easily downloaded online at:

<http://windows.microsoft.com/en-us/windows-live/movie-maker#t1=overview>

Another option you can use is to create slide presentations with a program like Microsoft PowerPoint. The later versions of this program allow you to save your files as a Windows Media Video or .wmv file so it can easily be viewed on most computers.

PowerPoint gives you a lot of options and features to use when recording your video so you can create quality videos for your customers. Another benefit is that your customers do not need to have PowerPoint installed on their computer in order for them to watch your videos.

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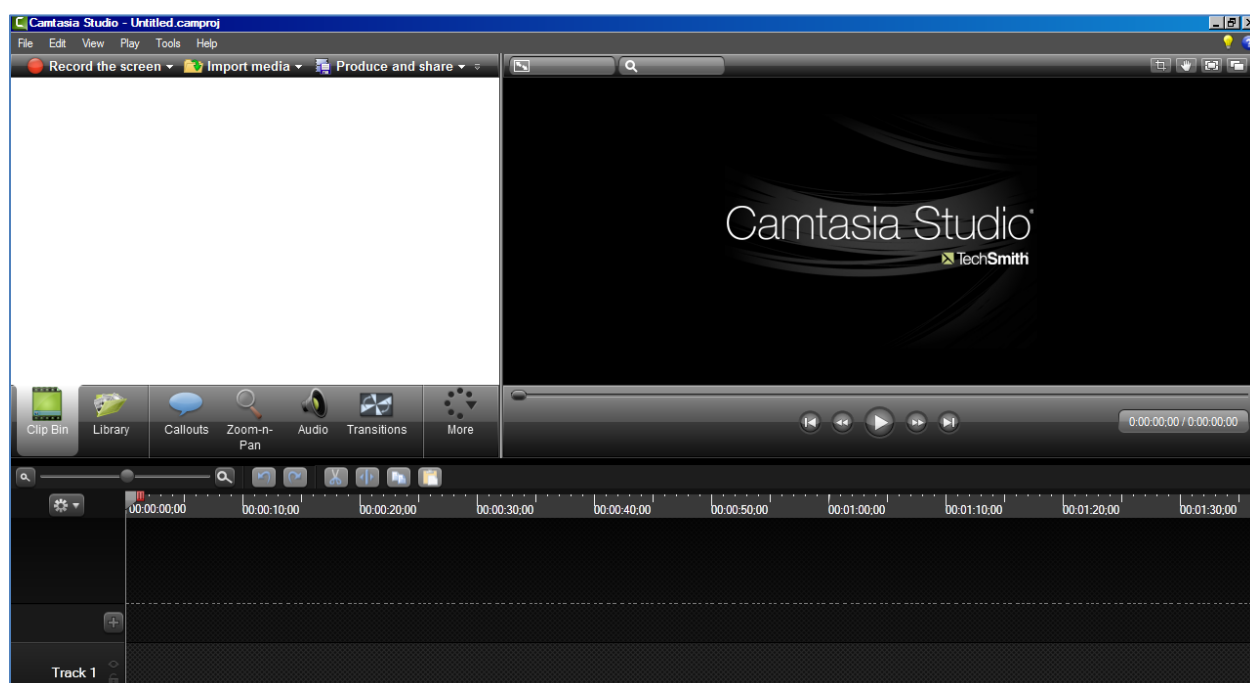
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If you have a webcam, you may also look into what options it can provide you with to record and make your own videos. Some webcams are more sophisticated than others so check in the help section of the installed software of your webcam to see what capabilities you may have with this equipment.

If you want to use something with more options and capabilities, I recommend [Camtasia](#).



They offer versions for both Windows and Mac systems but there are a few minor differences between the two. You will have to spend a one-time \$300 fee for the software but it does provide you with many easy-to-use features not available with the other free options available. You do have the option to download a free, fully functional 30-day trial so you can see if it's something you will need before you buy it.

When you download the free trial or purchase Camtasia, they do provide you with free tutorials to help you get started. I will show you some basic steps of how to create videos with Camtasia here.

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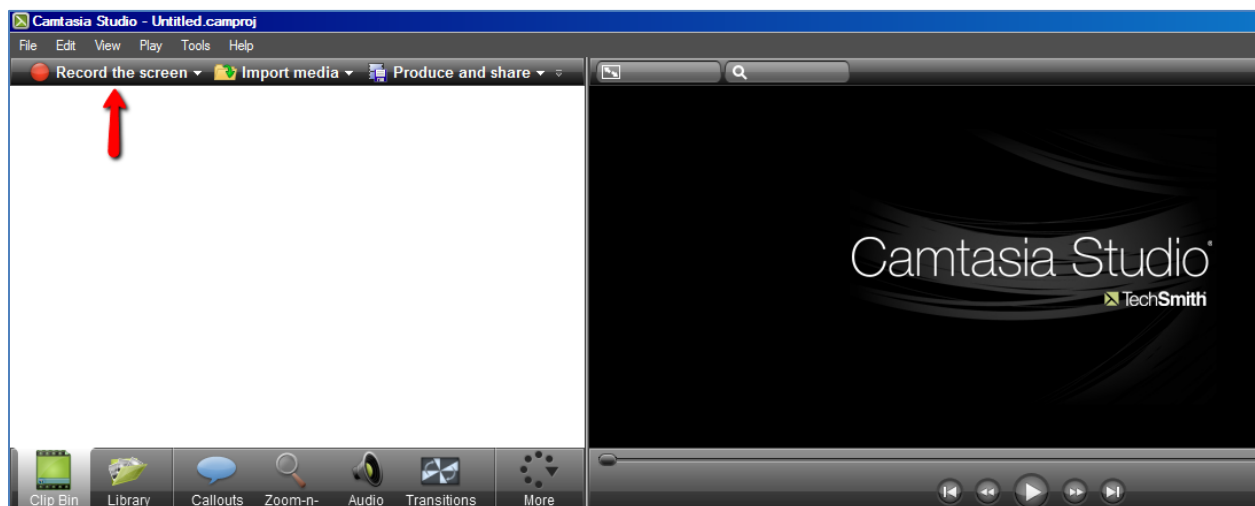
Before you start creating your video, Camtasia recommends a few steps before getting started. The first is to clean up your computer screen. Since you will be recording your screen when you create your video, it's important that you:

- Close out of any unnecessary programs that will clutter your screen
- Temporarily remove any icons or shortcuts on your screen to further reduce clutter
- make sure the background picture or image on your screen isn't too personal or distracting

The second step that they recommend is one we've already covered. It is to create a script for when you start recording. This will result in a cleaner video as well as helping you to stay on track with your content.

The next step they recommend before you start recording is to use the best equipment possible to record your video. We discuss this in more detail in the next section of this module.

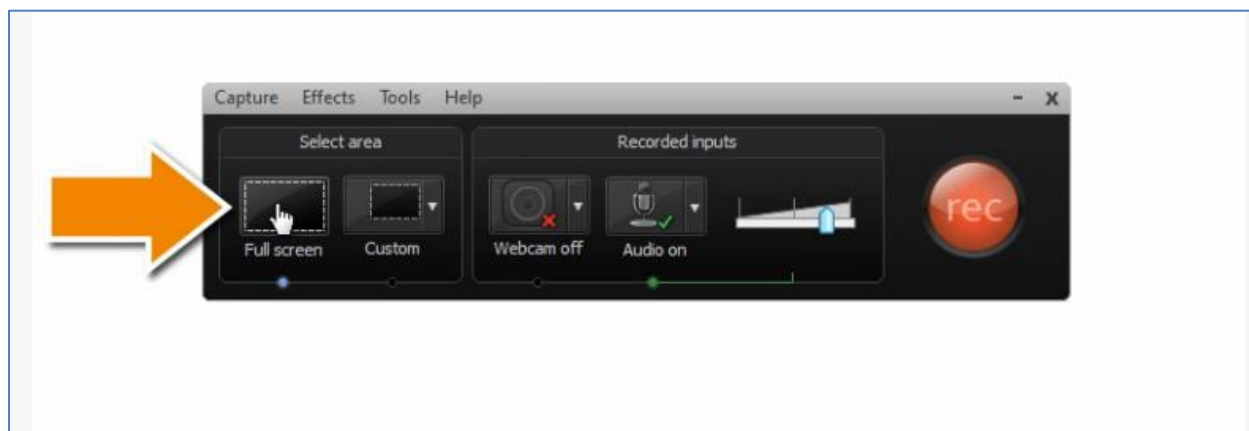
Now you are ready to record your video. Camtasia lets you easily record from your screen. All you need to do is click on the Record the Screen section in the upper left hand corner of your screen.



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The following menu will pop up to provide you with additional options.



This will provide you with the ability to record in full screen or customize the area you want to record. You also have the option to use your webcam as well as select the type of equipment you want to use to record your audio.

When you are recording your video, the area being recorded will be highlighted by a green dashed line so you know exactly what area will be included in your video. You can also turn your audio and webcam on or off and adjust the volume level to your liking.

Camtasia also provides you with a sample script that you can download and follow so you can get a feel for how the product works before you record your own video. It also has a feature to count down to the start of recording your video so you know exactly when the recording starts.

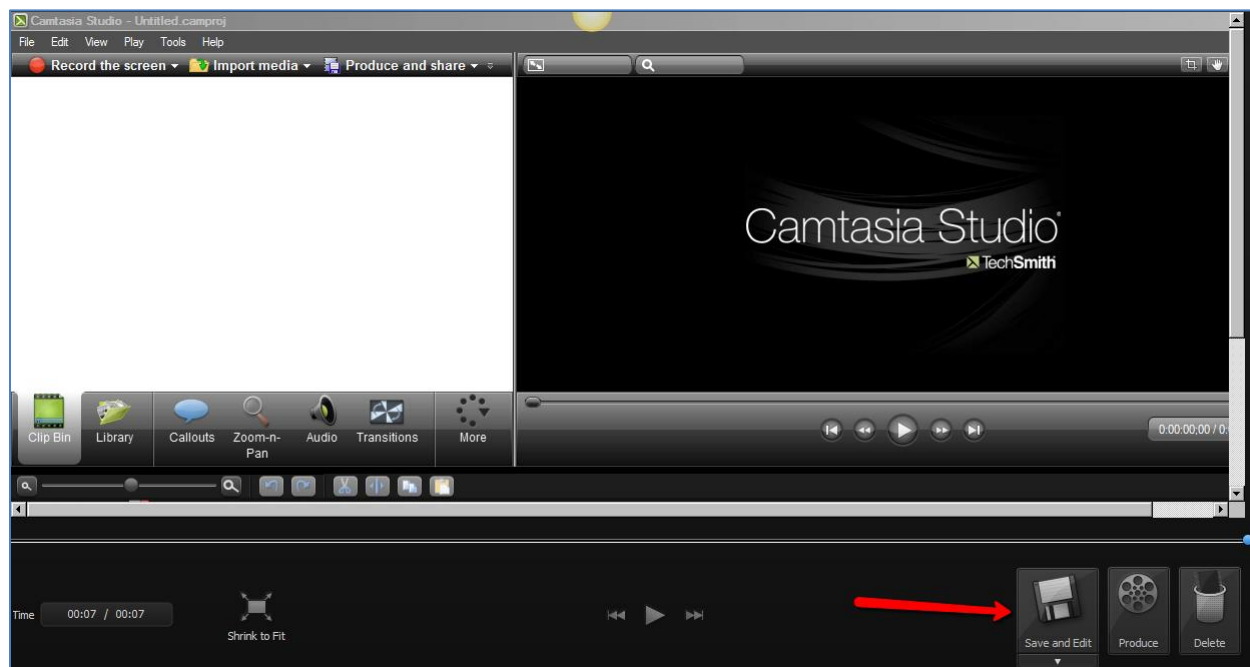
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After you record your video, you can preview it before you actually save it. Once you're done recording, just click on the Save and Edit button in the lower right side of your screen.



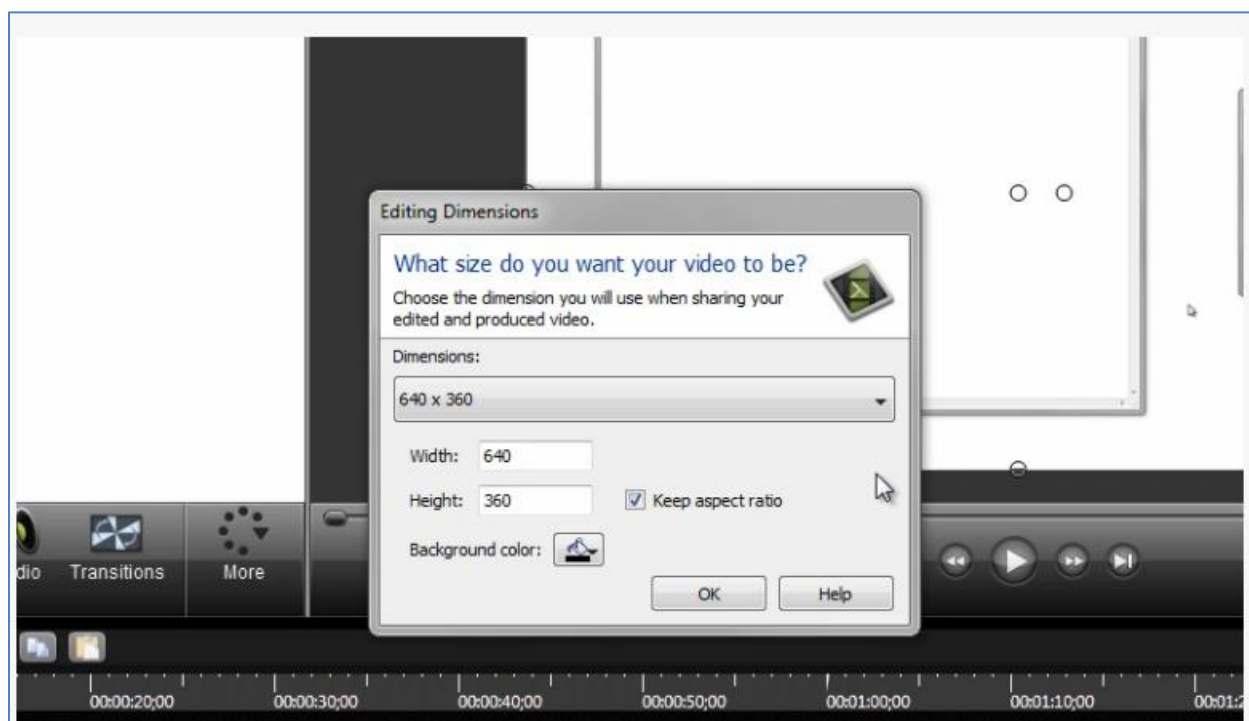
This is also where you will select where you want the file to be saved. You will want to organize your files appropriately and save them in distinct folders, especially if you are planning on recording multiple videos.

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Now if you've recorded your video, it's very possible that you will want to do some editing. When you save your video, it will appear in Camtasia's timeline and the following menu will pop up.



This will allow you to adjust the dimensions of your video as well as the background colour.

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Camtasia also provides you with additional ways to edit and incorporate images and files into your video. One way to do this is through the Clip Bin.



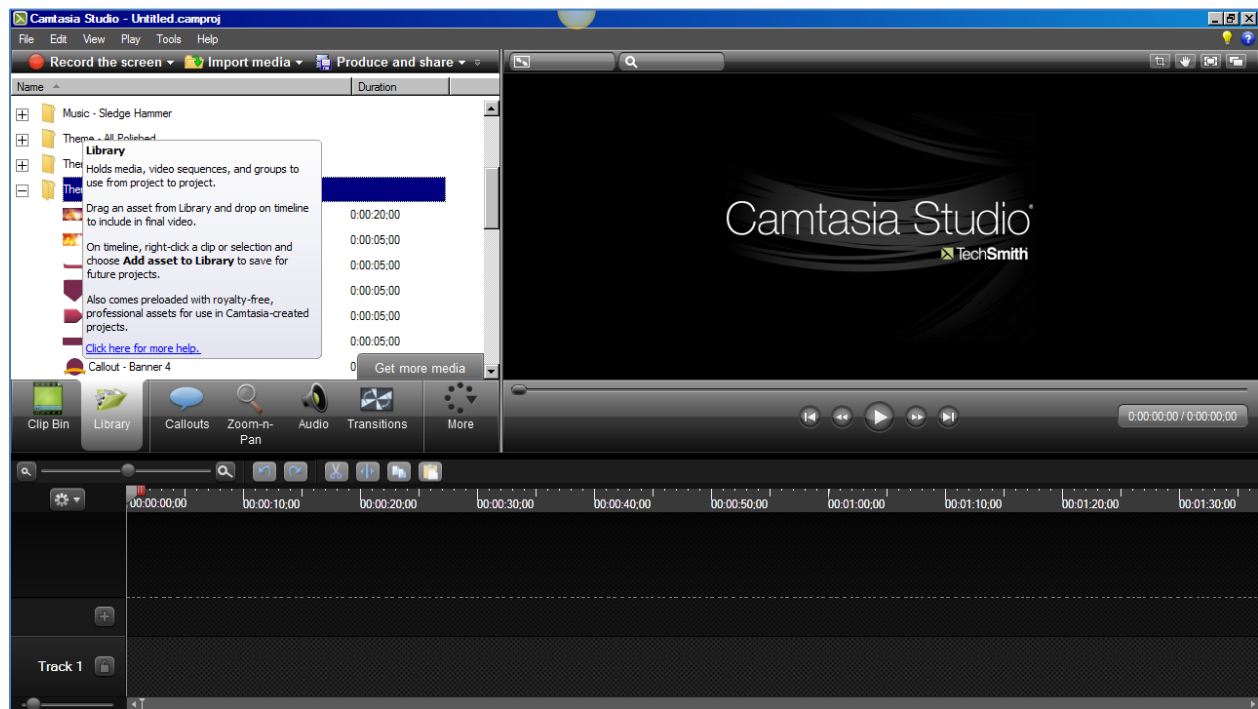
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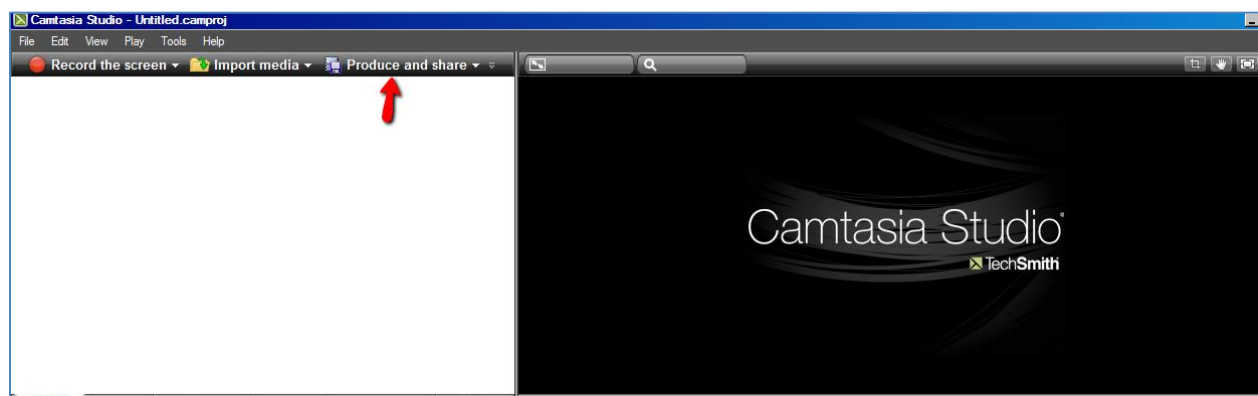
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Here you can add video, audio or image clips to drag and drop into your video. You can also do the same with the library tab.



After you are done editing, you will click on the Produce and Share option located in the top menu.



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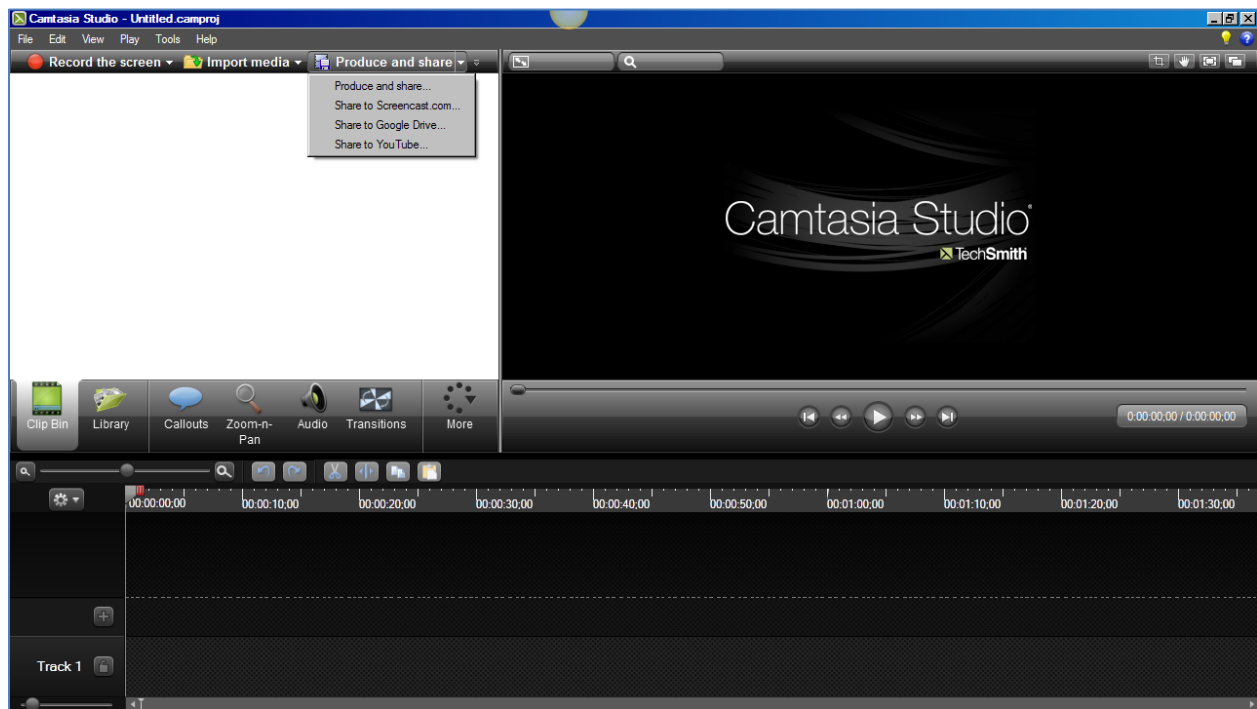


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Here you will produce your video and choose what format you would like to share it in.



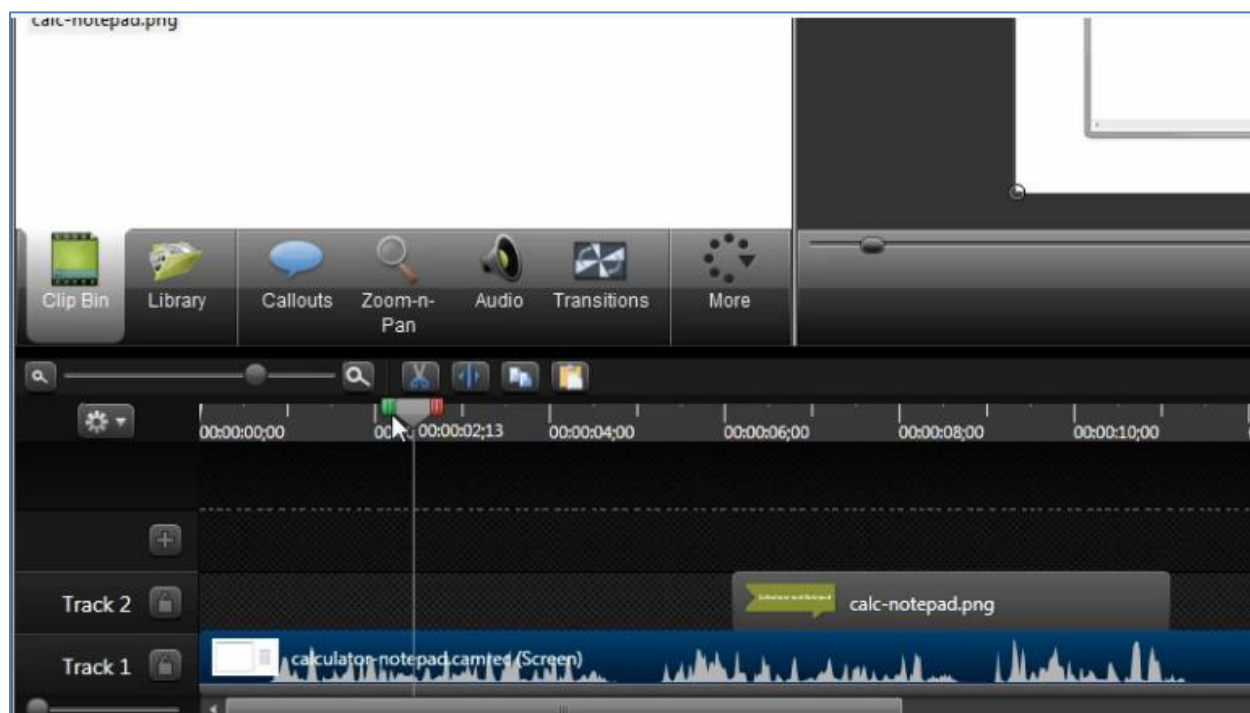
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Even after you produce your video, you will still most likely have to edit some portions of your video. The best way to do this is by working with the Timeline feature.



It is here where you will select the audio you want to add or remove to your video. Camtasia allows you to remove audio anywhere throughout your recording. You also have the option to listen or view the area you have selected to ensure you are deleting the piece you want removed.

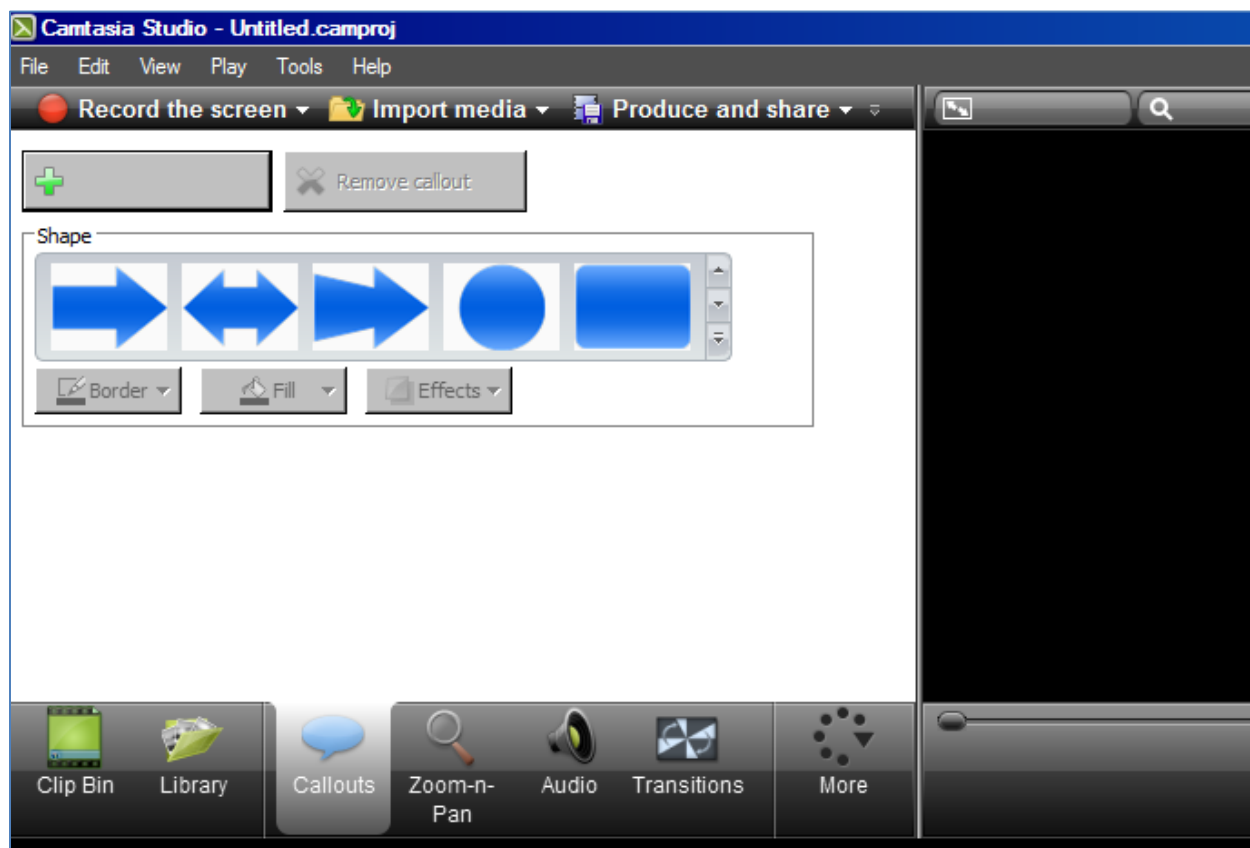
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Camtasia also allows you to add images and text to your video to grab your viewer's attention. These are located in the Callout section.



All you need to do is put the indicator in the timeline where you want the Callout placed in your video.

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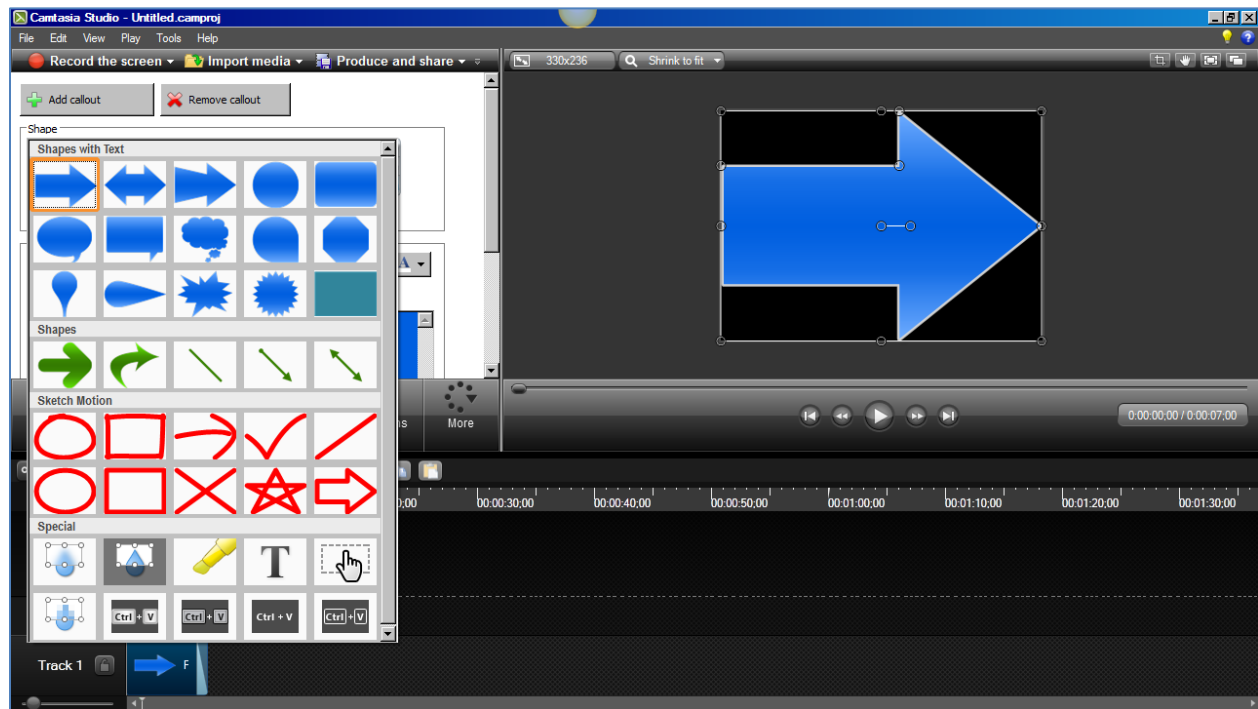


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To select the Callout you desire, click on the menu button in the Shape window. Here you will see solid images, sketch motion images as well as options for adding your own text.



You have the option to adjust your Callouts to your specifications. You can adjust colour, fonts and fade in and out timing to coincide with your video.

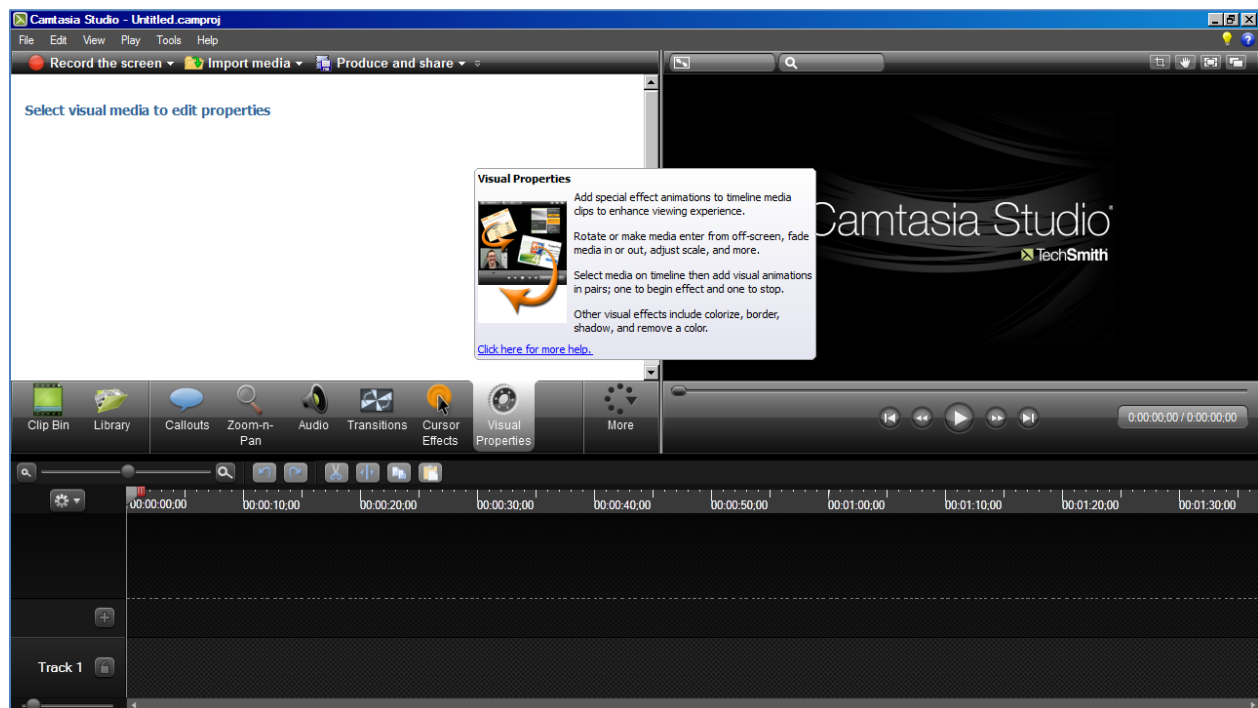
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Camtasia also allows you to animate your Callouts as well as other images and graphics. You can do this under the Visual Properties tab and as with most other adjustments to your video; you perform this task within the timeline of your video.



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Now that you have finished adding features and editing your video, it's time to produce and share your video. Camtasia gives you an option to save your video to their online content hosting service called Screencast.com.



- Content-hosting service
- 2 GB of **free** storage space
- You control all of your content

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All you need to do is click on the Produce and Share button to get started. Then you will need to click on the side arrow button for formats to choose from.



In order to save to Screencast.com, you will need to have an internet connection. Their basic option is free to use and you can upgrade to a paid account if needed. Using Screencast.com will allow you to share your video with other users that you set up in your account.

While I've covered many of the features that Camtasia has to offer, the program has a wide variety of features you can use to make your video stand out. I strongly suggest that you go through all of the tutorials that they offer so you can benefit from all of the program's features. All of their tutorials are available even if you choose to do the free trial before making an actual purchase.

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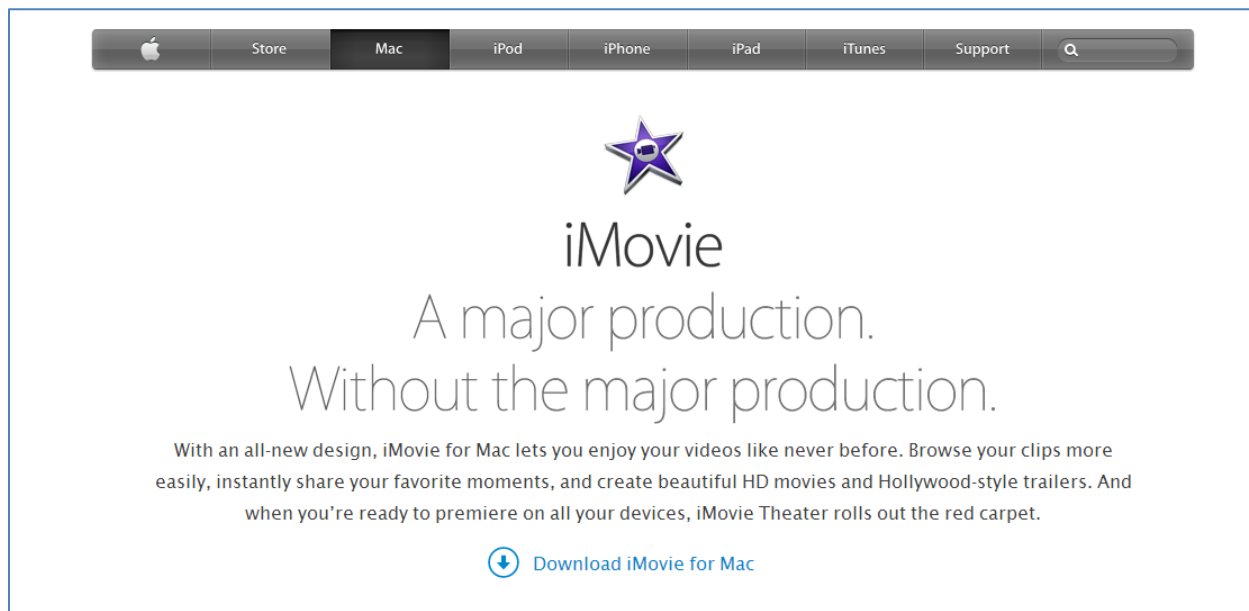
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For those of you using Apple computers or devices, you also have a free option to create videos on your system. iMovie is available to use on any Apple device and allows you to create quality videos and movies.



The screenshot shows the Apple website's navigation bar with links to Store, Mac, iPod, iPhone, iPad, iTunes, and Support. The main content area features the iMovie logo, which is a purple star with a camera icon inside. Below the logo, the text reads "iMovie" followed by "A major production. Without the major production." A paragraph of text describes the features of iMovie for Mac, including browsing clips, sharing moments, and creating HD movies and trailers. At the bottom, there is a blue download icon and a link to "Download iMovie for Mac".


Store Mac iPod iPhone iPad iTunes Support



iMovie

A major production.  
Without the major production.

With an all-new design, iMovie for Mac lets you enjoy your videos like never before. Browse your clips more easily, instantly share your favorite moments, and create beautiful HD movies and Hollywood-style trailers. And when you're ready to premiere on all your devices, iMovie Theater rolls out the red carpet.

 [Download iMovie for Mac](#)

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Another option for Mac users is Screen Flow.

The screenshot shows the Softonic website interface for the software 'ScreenFlow'. At the top, there's a navigation bar with links like APPS, GAMES, NEWS, FEATURES, ANSWERS, and VIDEOS. Below this is a search bar and a 'MAC' dropdown menu. A large blue 'Start Download' button is prominent, accompanied by a list of benefits: 'Faster download speeds', 'Safely download files', and 'Unify your download experience'. To the right of these benefits is a 'FileOpenerPro' logo. Below the main download button, there's a 'ScreenFlow' title with a small icon, and social media share buttons for 17, 36, and 124 likes. Further down, there are two large buttons: 'Download' (labeled 'Safe Download') and 'Buy Now' (with a shopping cart icon). Below the 'Buy Now' button, it says 'Buy now and receive your purchase via email'. On the left side, there's a user rating section showing a '6.3' rating from 777 users and a '9' rating from Softonic. Below this is a 'Softonic review' section titled 'Excellent professional screencasting studio' by 'Nick Mead'. To the right of the review is a 'User reviews' section. At the bottom right, there's an advertisement for 'Start Download' from 'downloadzipfree.com' with the text 'Instant Free Download: Unzip. Fast & Easy!'.

Or you can also download QuickTime for free.

The screenshot shows the Apple website for downloading QuickTime 7. The main heading is 'QuickTime' with sub-links 'What is QuickTime 7' and 'Extending QuickTime'. A 'Download Now' button is visible in the top right. The main content area is titled 'Download QuickTime 7' and includes a sub-heading 'QuickTime 7.7.5 for Windows XP, Windows Vista or Windows 7'. Below this is a checkbox for 'Keep me up to date with Apple news, software updates, and the latest information on products and services.' followed by a link to 'Apple Customer Privacy Policy'. There's a form for 'Email Address' and a 'Download Now' button. At the bottom, there's a 'Windows Requirements' section listing: 'Windows XP (Service Pack 2 or later), Windows Vista or Windows 7', 'A PC with at least a 1GHz Intel or AMD processor', and 'At least 512MB of RAM'. On the right side, there's a large image showing a screenshot of the iTunes Movie Trailers page, featuring Iron Man 3 trailers.

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Once you have finalized your video through the software of your choice, always make sure you play it back so you can view it as your customers will see it. This will help you to catch any glitches or errors that may exist and give you the ability to correct them. It's better for you to catch these problems before your customers do. It will further enhance your trust and credibility by providing them with a quality product.

After you have finished creating and editing your videos, you may be tempted to place them on YouTube for your customers to view. I wouldn't recommend this as YouTube's privacy features are limited and the idea here is to make money from selling the product.

YouTube does have a private feature where you can choose who sees your videos. The problem with this feature is that you only have the ability to give 50 people access for viewing.

You do have the added option of making them available through the "unlisting" feature but this still leaves the option for people to copy the link to your videos and share them.

Most people will deliver the videos to their customers in an email but that also makes them vulnerable as they can easily forward the link to someone who hasn't purchased your product.

Also note that while I don't recommend putting your videos on YouTube, I do suggest that you use it as a platform to extensively market your products. I will cover this in more detail in the last module of this product.

The safest way to protect your videos is to make them available on a password protected site. You can change your settings so the video can't be copied or forwarded. It may also be a good idea to include them as part of a membership site. This ensures that people viewing the video have paid to access the content.

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## DVD and CD Production

A few other ways that you can present content to your audience is by creating DVDs or CDs and shipping them to your customers.

In order to create a DVD or CD, you have to find a way to record the audio for your program. If you're creating a DVD, you will most likely record it through one of the video programs discussed in the previous section.

For CD's, you have the option to use the built-in microphone on your computer or mobile device as long as it will provide high quality sound output. You can also purchase a digital recorder or microphone online or at a office supply store at a reasonable rate. Most information marketers recommend a microphone that plugs into your system through a USB cord to provide the best quality sound.

Once you have recorded your audio, make sure you play it back to verify sound quality. You may also want to have someone else listen to it so they can provide feedback.

After your audio or video is complete, you are ready to transfer it to a DVD, CD or MP3 file. You can do this easily by using options found in iTunes or in free software such as [Switch Audio File Converter](#). Choosing an MP3 format gives you the ability to provide your customers the option to download and listen to the content immediately without having to pay shipping charges or wait for the product to be delivered.

When you have your file in the correct format, you can have it professionally converted to an actual CD or DVD by a fulfilment services company. While this sounds like something that is expensive, it really is a cost-effective way of producing your products.

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# Rick Nuske's FAST TRACK INFO-PRODUCT CREATION

Making Info-Product Creation Fast And Easy

**MY FUTURE  
BUSINESS**  
BUILDING BETTER BUSINESS  
Written By Rick Nuske - [www.MyFutureBusiness.com](http://www.MyFutureBusiness.com)

One company that provides these services at a very reasonable rate is [Speaker Fulfillment Services](#).

**Speaker  
Fulfillment Services**

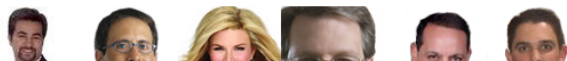
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### Welcome to Speaker Fulfillment Services

Welcome to the Speaker Fulfillment Services website. As an information marketer you're always looking for dependable resources that you know you can count on and hundreds of information marketers worldwide count on Speaker Fulfillment Services for all their information production duplication and fulfillment needs.

We've been blessed to work first hand with great information marketers like Armand Morin, Alex Mandossian, Alexandria Brown, Perry Marshall, Mike Filsaime, Ryan Deiss, Joel Comm, Stu McLaren, Jody Colvard, Russell Brunson, Ray Edwards, Jim Edwards, Cory Boatright, Joe Polish, Rick Frishman, Joel Bauer, John Assaraf, Mike Koenigs and hundreds of others over our history.





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They can produce your product one at a time, also known as on demand, or in bulk for multiple orders. They do all of the production and shipping for you directly so you don't have to store any of the product yourself unless you want some on hand for giveaways. The process is very easy and affordable.

Although they do offer services worldwide, Speaker Fulfillment Services is located in the United States. If you are located outside of the U.S., you may want to choose a similar company that is local to where you live or shop around for the best prices. All you need to do is perform a Google search on fulfillment service companies with your location and you should find something that works best for you.

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## Offering Transcripts to Your Customers

As part of your specialty product, you may want to offer your customers a transcript of the audio or video that you are providing. I recommend adding this to the program simply as a free bonus.

Giving customers a transcript allows them to follow along as they are listening. They can also print them out and take notes on them or use it to refer to whenever they want without playing the CD or DVD.

You can create a transcript from the actual scripts you created to record your product. All you would need to do is remove any production notes that you've included and convert the document into a PDF file. You can easily do this with free software like [PrimoPDF](#).

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Some fulfilment companies, like Speaker Fulfillment Services mentioned earlier, **will do the transcripts for you as part of their services.**

Speaker Fulfillment Services

Questions? (812) 877-7100  
M-F 8am-5pm EST

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### Printing

- Printing of manuals, workbooks and transcripts available
- Your choice of black and white or full color printing
- Choose from 3-ring binding, spiral binding, or saddle-stitching
- Postcard and monthly newsletter printing also available
- High quality digital presses for an outstanding finished product

Welcome to Speaker Fulfillment Services

For Your FREE Copy of the

You may want to go this route if you want a professional looking document that can be shipped directly to your customer along with the actual product. You also have the option to provide physical manuals or workbooks in order to enhance your customer's learning process.

In addition to providing product production and transcript printing, you may want to ask the fulfilment provider you choose about design services. They should offer design for the product itself but also for the packaging as well. It may also be beneficial to do everything with one company as they will most likely offer you a full package of services at a reduced rate.

However, if you plan on doing most of the work in-house, you can also outsource some or all of the work to project sites like [Elance](#) or [Fiverr](#). When using these sites make sure you verify that the provider you choose has a good track record with their customers and that they deliver quality work on time.

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## TO DO LIST

- Choose the format for your specialty product
- Create the content for your product, starting with an outline and/or script
- Finalize your product by creating transcripts and designs for your finished product
- Decide on and sign up with a fulfilment company to complete your product for shipping to your customers

## ..Work With Me & Build A Better Business..

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