

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

My Fast-Track Info-Product Creation

Module Five

Introducing Live Events into Your Product Line

**By
Rick Nuske**

Serious about achieving success? Click link below and apply to work with me:
www.myfuturebusiness.com/better-business-builder-program/

Introduction

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

I have put together this program to help you build an online business with as little mistakes and hassles as possible. You will see how I worked hard to create my own business and understand the principle that the amount of your success will mostly be determined by how much effort and time you put into your business. You can use the business strategies that I have included in this program to start making money as soon as possible with your own information marketing business.

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

- Why you should include a live event in your product line
- What types of events will work best for you and your customer's needs
- The five major points to consider for your live event
- How to determine when a live event isn't a good idea for your business
- How to get people to attend when they aren't interested in traveling to your event
- How to use your event as a marketing tool for your business

I'm sure that you will uncover a lot of useful information in the *My Fast-Track Info-product Creation* program. This program is designed to help you start a sustainable business 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.

Here's to your success,
Rick Nuske

Serious about achieving success? Click link below and apply to work with me:
www.myfuturebusiness.com/better-business-builder-program/

Why Do a Live Event?

Most people don't think of a live event when it comes to starting their information product business. While you may be thinking of staying "behind-the-scenes" for your business, putting on events can significantly boost your profits and enhance your status as an expert.

One way to look at this is by considering the fact that anyone who attends your event is there because they want to learn something. You probably choose your niche because you already knew something about it or have experience in it.

Also, as you do research and build your product line, you will most likely learn and know more about your topic than most people. These factors should help to eliminate the fear that you don't know enough to speak on your niche.

There is also the added benefit of meeting your current as well as potential customers in a face-to-face setting. You will have the opportunity to learn more about them and get to know more about their interest in your products. They will get to know you on a more personal level and realize that your business is legitimate and involves a real-life person.

A huge benefit to doing a live event is the amount of money you can bring into your business. Most seminars charge a healthy fee that will make a significant difference to your bottom line. However, there is a downside in that putting on an event can be very stressful and involve a lot of work.

Depending on the type of event you put on, they can also cost quite a bit of money. This is where you will need to plan very carefully to ensure you collect enough money from your customers to cover your expenses while making a profit at the same time.

Serious about achieving success? Click link below and apply to work with me:
www.myfuturebusiness.com/better-business-builder-program/

What Types of Events Can I Include in My Product Line?

The type of event you choose for your business will vary depending on your niche and your audience. You will want to do research to learn what is normal and what will work best. You can find this information by researching trade associations online or in their publications.

Your event can be as big or as small as it needs to be, especially for your first one. I recommend starting off small but again you may find that something bigger is more standard or you've developed enough of a client base to make it work to your advantage.

Webinars, Podcasts, and Teleconferences

For those who want to stay away from putting on a large event in public, you do have a few options to choose from. You can do your event via a live webinar, teleconference, or podcast.

Any of these options allow you to interact with your audience but without the need to travel to a specific location. While this may also be a good selling point to an audience who may also not be interested in the expense of meeting in a physical location, you also have to understand that the fees you charge for this event will need to be significantly less than for a face-to-face meeting.

Serious about achieving success? Click link below and apply to work with me:

www.myfuturebusiness.com/better-business-builder-program/

With a webinar, you can create a slide presentation through PowerPoint and present the subject matter to your audience. At the end of your presentation, always allow time for your audience to be able to ask questions. This gives them the ability to speak with you one-on-one and clarify any points that they may find confusing.

For your event, I would recommend putting on a series of webinars divided into weekly or monthly intervals. Only doing one session won't give you the time you need to cover all of your material.

I personally use a program called [WebinarJam](#) to create my webinars. I will show you here how to create a webinar with this program.

When you login to their system, it will automatically prompt you to watch their tutorial video. I encourage you to watch this as it will give you a good overview of what the program is capable of.

One of the many things that I like about [WebinarJam](#) is that each section of their site has a set of tutorial videos and video help buttons. While I will be going over some of the basics here, I strongly suggest you watch these videos to help you learn all of the features available with this product.

The screenshot shows the WebinarJam website interface. At the top, the logo "WEBINARjam" is displayed in red and black. To the right of the logo are two buttons: "+ Support" and "+ Logout". Below the logo, a dark blue sidebar on the left contains icons and labels for "My Webinars", "New Webinar", "Analytics", and "Training". The main content area has a "Welcome" message with a smiley face icon. Below this, a red text prompt says "Start here: Quick tour around WebinarJam". A large video player is centered, showing a tutorial video titled "TUTORIAL VIDEO How to use WebinarJam". The video player includes a play button, a progress bar showing 00:00 to 06:18, and a full-screen button. Below the video player, a small copyright notice reads "© first 2013, Webinarjam - all rights reserved."

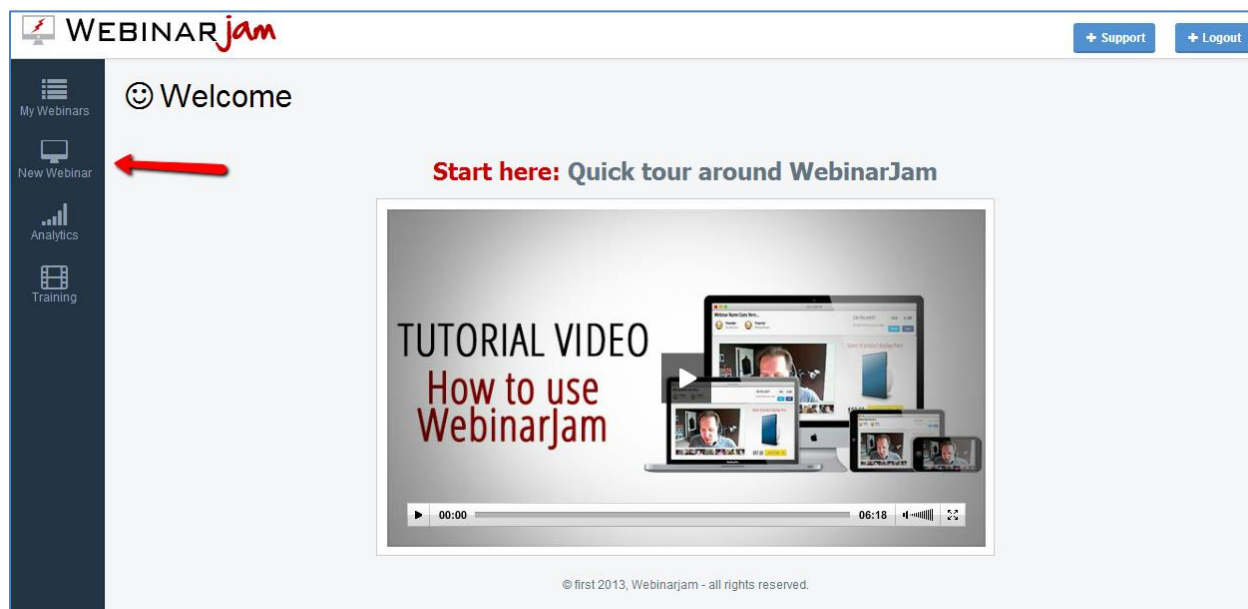
Serious about achieving success? Click link below and apply to work with me:
www.myfuturebusiness.com/better-business-builder-program/

Rick Nuske's FAST TRACK INFO-PRODUCT CREATION

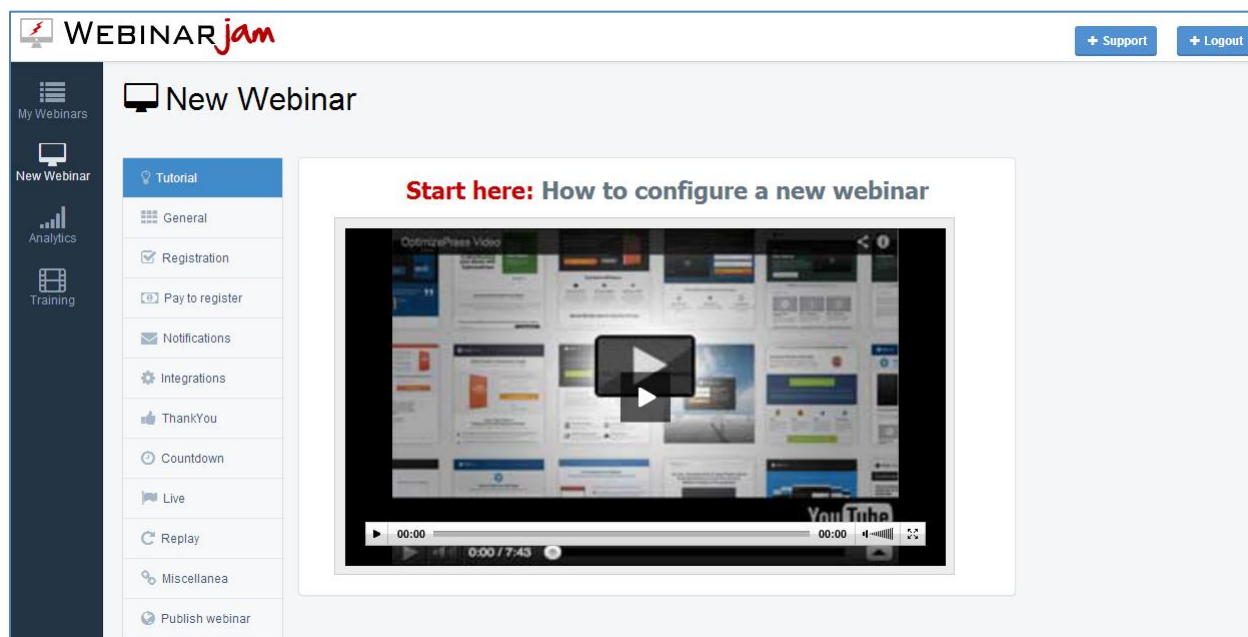
Making Info-Product Creation Fast And Easy

**MY FUTURE
BUSINESS**
BUILDING BETTER BUSINESS
Written By Rick Nuske - www.MyFutureBusiness.com

To get started with your webinar, login to the site and click on the 'New Webinar' button on the left side of the page.



Once you click on the button, you will see the following page.



Serious about achieving success? Click link below and apply to work with me:
www.myfuturebusiness.com/better-business-builder-program/

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


From here, you can either watch the tutorial video or get started by clicking on each section in the menu on the left hand side. The program is designed for you to start with the 'General' section and then work your way down through the menu to the 'Publish Webinar' section.

When you click on the General tab, you are given the opportunity to fill in the basic information for your webinar. This involves giving your webinar a name, title and description.

The screenshot shows the 'WEBINARjam' interface for creating a new webinar. On the left is a sidebar menu with icons and labels for 'My Webinars', 'New Webinar', 'Analytics', and 'Training'. The 'New Webinar' section is active, showing a list of steps: Tutorial, General (selected), Registration, Pay to register, Notifications, Integrations, ThankYou, Countdown, Live, and Replay. The main content area is titled 'New Webinar' and contains a help link 'Problems configuring your webinar?' with a 'Video help' button. Below this is a 'Webinar description' section with three text input fields: 'Webinar name (only for your reference)', 'Webinar title (max 70 chars)', and 'Webinar description (max 150 chars)'.

Serious about achieving success? Click link below and apply to work with me:
www.myfuturebusiness.com/better-business-builder-program/

Then it's time to schedule your webinar. WebinarJam allows you to start your webinar immediately or schedule it at a later date. You can also schedule additional sessions if you are putting together a series of webinars for your group.


 **Schedule your webinar**

☐ Right now! (the webinar live room will be accessible immediately)


☒ Schedule it for later (the webinar live room will be accessible on the scheduled date/time)

1

2014-05-30



12:41




Select time zone ▼

Add another session


Serious about achieving success? Click link below and apply to work with me:
www.myfuturebusiness.com/better-business-builder-program/

You also have the ability to set up administrators and their Gmail account. This gives them the option to connect to Google Hangouts as well as connect your webinar to YouTube for future replay if desired.

Once you're done, you can click on the Save Module button and move to the next section.

 Webinar presenters and/or administrators

Webinar admin (#1)



Change photo

Important: This will be the Google account this presenter must use in order to log into the webinar room. Also, it will be the YouTube account the webinar replay video will be uploaded to.

☒ This will be the webinar Super admin
☐ This Admin will be an active speaker at the webinar session

Add another admin or co-presenter

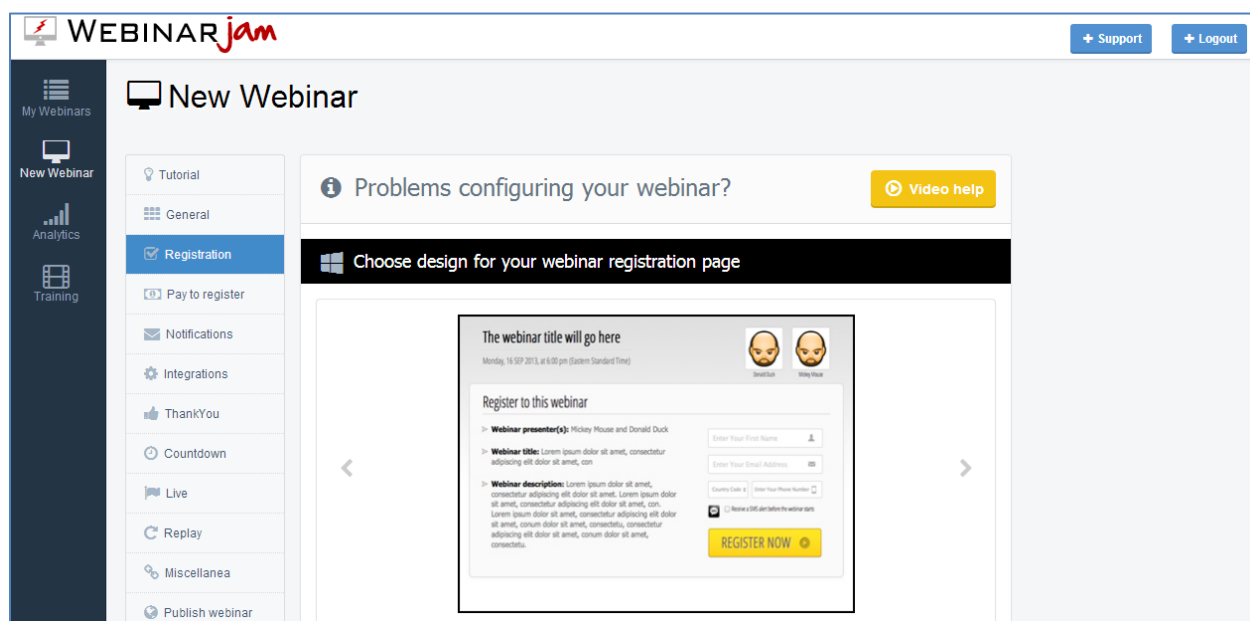
☒ Done with the configuration?

☒ Save module

Serious about achieving success? Click link below and apply to work with me:
www.myfuturebusiness.com/better-business-builder-program/

The Registration section gives you the ability to configure the design for your webinar registration page. You can choose from ten different pre-made templates or create your own design within the program.

You will also create the fields on your webinar registration page for your customers to fill out so they can register to attend.



Serious about achieving success? Click link below and apply to work with me:
www.myfuturebusiness.com/better-business-builder-program/

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

WebinarJam allows you to preview your page so you can view it and make any necessary adjusts before it goes live. Once you are done setting everything up, you can click on Save Module and move to the next section.

The screenshot shows the WebinarJam configuration interface. On the left is a dark sidebar with icons and labels: 'My Webinars', 'New Webinar', 'Analytics', and 'Training'. The main content area has a black header bar with a pencil icon and the text 'Fill out your webinar registration page (template #1)'. Below this are two sections: 'Registration box fields' and 'Registration process steps'. The 'Registration box fields' section contains the text 'These are the fields your users will need to fill in to register to your webinar.' and three checkboxes: 'Name' (checked), 'Email' (checked), and 'Phone' (unchecked). The 'Registration process steps' section contains the text 'Embed the full registration box into the page, on pop it into an overlay window.' and two radio buttons: 'One step registration' (selected) and 'Two step registration' (unselected). At the bottom, there is a checkbox labeled 'Done with the configuration?' which is checked. To the right of this checkbox are two green buttons: 'Save module' and 'Preview'.

My Webinars
New Webinar
Analytics
Training

Fill out your webinar registration page (template #1)

Registration box fields

These are the fields your users will need to fill in to register to your webinar.

- ☒ Name
- ☒ Email
- ☐ Phone

Registration process steps

Embed the full registration box into the page, on pop it into an overlay window.

- ☒ One step registration
- ☐ Two step registration

☒ Done with the configuration?

Save module Preview

Serious about achieving success? Click link below and apply to work with me:
www.myfuturebusiness.com/better-business-builder-program/

The next section is where you can choose whether or not you want to give people the opportunity to attend your webinar for free or charge them a fee.

If you do choose to charge a fee, WebinarJam provides you with an area to insert all of your links for before and after your customers complete the payment transaction.

The screenshot shows the WebinarJam configuration interface for setting up a paid registration. On the left is a dark sidebar with icons for 'My Webinars', 'New Webinar', 'Analytics', and 'Training'. The main content area has a 'General' tab selected, with sub-options: 'Registration', 'Pay to register' (highlighted in blue), 'Notifications', 'Integrations', 'ThankYou', 'Countdown', 'Live', 'Replay', 'Miscellanea', and 'Publish webinar'. The 'Pay to register' section is titled 'Charge to register to the webinar?'. It has two radio buttons: 'Free to register' (unselected) and 'Charge to register' (selected). Below this is a 'Payment configuration' section with four text input fields: 'Registration fee (only the price figure, no currency symbol, spaces or letters)' with a dropdown set to 'US\$' and a placeholder 'For example: 49.95'; 'Link to payment checkout' with a placeholder 'URL to checkout page'; 'Webinar registration page URL' with the value 'http://webinarjam.net/webinar/go/284/4dd4d32854'; and 'Webinar registration post-payment page URL' with a long alphanumeric string. At the bottom, there is a checkbox 'Done with the configuration?' which is checked, and a green 'Save module' button.

Serious about achieving success? Click link below and apply to work with me:
www.myfuturebusiness.com/better-business-builder-program/

Next you will need to configure your Notifications. This is where you will set up the look of the emails that your registrants will see.

☒ **Activate email reminder notifications**

Email sendout gateway

☒ **Use the built-in email system** (emails will be sent out from our server)

This is the name and email your registrants will receive the email notifications from

Sender's name

Enter name and surname

Sender's email

Enter email address

☐ **Use your own SMTP email server** (emails will be sent out from your own server)

Serious about achieving success? Click link below and apply to work with me:

www.myfuturebusiness.com/better-business-builder-program/

You also have the ability to set up additional notifications in regards to your webinar so you can remind those who registered what to expect and when. This includes a welcome email along with a pre and post webinar notification.

The screenshot shows a configuration interface for email notifications. It contains four sections, each with a title and a checkbox:

- Welcome email**
☐ Send a welcome email (sent immediately upon registration)
- Last-minute email**
☐ Send a "starting soon" email (it will be sent shortly before the webinar's scheduled date and time)
- Pre-webinar notification email**
☐ Queue up some pre-webinar email notifications
- Post-webinar notification email**
☐ Queue up some post-webinar email notifications

You can also set up notifications to send via text message.

The screenshot shows a configuration interface for mobile phone notifications. It includes a header, a checkbox to activate notifications, a section for SMS and phone call notifications, and a footer with a confirmation checkbox and a save button:

- Mobile phone notifications**
- ☒ Activate SMS and phone call reminder notifications
- SMS and phone call notifications** (reminder right before the webinar)
 - ☐ Activate SMS notifications ([download Tropo.com SMS documentation](#))
 - ☐ Activate phone call notifications ([download Tropo.com phone call documentation](#))
- ☒ Done with the configuration?
- ☒ Save module

Serious about achieving success? Click link below and apply to work with me:
www.myfuturebusiness.com/better-business-builder-program/

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

The Integration section allows you to integrate your email provider into the program. Here you can add registrants to your email list directly from the program.

The screenshot shows the 'Email autoresponder integration' configuration page in the Webinarjam interface. On the left is a dark sidebar with navigation options: My Webinars, New Webinar, Analytics, and Training. The main content area has a top section with a question mark icon and the text 'Problems configuring your webinar?' next to a 'Video help' button. Below this is a section titled 'Email autoresponder integration' with a mail icon. It contains a checked checkbox for 'Add registrants to your mailing list' and a dropdown menu currently set to 'Aweber'. There are also checked checkboxes for 'Name' and 'Email'. A text input field is labeled 'Your autoreponder code (paste the HTML code, not JavaScript code)' with a placeholder 'Your autoreponder HTML form'. At the bottom, there is a checked checkbox for 'Done with the configuration?' and a green 'Save module' button. A copyright notice at the very bottom reads '© first 2013, Webinarjam - all rights reserved.'

Serious about achieving success? Click link below and apply to work with me:
www.myfuturebusiness.com/better-business-builder-program/

The Thank You section allows you to configure your registration thank you page. You can post a link to a video or a text message to thank registrants.

The screenshot shows the 'Customize your registration "Thank You" page' interface. On the left is a sidebar with navigation options: My Webinars, New Webinar, Analytics, Training, Registration, Pay to register, Notifications, Integrations, ThankYou (selected), Countdown, Live, Replay, Miscellanea, and Publish webinar. The main content area has a title bar 'Customize your registration "Thank You" page'. Below it are two sections: 'Display a custom video' with a checkbox and a text input for 'URL Link to your video file', and 'Display a text message' with a checkbox and a rich text editor. The rich text editor has a toolbar with various formatting options and a text area containing the letter 'p'. At the bottom, there is a 'Done with the configuration?' checkbox and two buttons: 'Save module' and 'Preview'.

The Countdown section allows you to add a countdown to your webinar with a custom video message.

The screenshot shows the 'New Webinar' interface. On the left is a sidebar with navigation options: My Webinars, New Webinar, Analytics, Training, Tutorial, General, Registration, Pay to register, Notifications, Integrations, ThankYou, Countdown (selected), Live, Replay, Miscellanea, and Publish webinar. The main content area has a title bar 'New Webinar'. Below it is a section titled 'Problems configuring your webinar?' with a 'Video help' button. The main content area has a title bar 'Customize your "countdown" page'. Below it are two sections: 'Display a custom video' with a checkbox and a text input for 'URL Link to your video file', and 'Done with the configuration?' with a checkbox and two buttons: 'Save module' and 'Preview'. At the bottom, there is a copyright notice: '© first 2013, Webinarjam - all rights reserved.'

Serious about achieving success? Click link below and apply to work with me:
www.myfuturebusiness.com/better-business-builder-program/

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

As you are presenting your webinar to your audience, you may want to have the ability to introduce one-time offers to your audience. The Live section allows you to set up such offers to integrate into your webinar.

The screenshot shows the 'New Webinar' configuration page. On the left is a dark sidebar with a menu: 'My Webinars', 'New Webinar' (active), 'Analytics', and 'Training'. The main content area is titled 'New Webinar' and contains a list of configuration options on the left and a detailed settings panel on the right.

Configuration Options (Left Panel):

- Tutorial
- General
- Registration
- Pay to register
- Notifications
- Integrations
- ThankYou
- Countdown
- Live** (highlighted)
- Replay
- Miscellanea
- Publish webinar

Settings Panel (Right):

Problems configuring your webinar? [Video help]

Pre-configure your webinar offers

- ☐ Enable pre-configured offers (you will be able to pop them up "on the fly" while on your webinar)

Pre-recorded video presentations

- ☐ Enable Pre-recorded video presentations

Social media share

- ☒ Display social media share buttons (Facebook and Twitter)

☒ Done with the configuration? [Save module]

For group coaching purposes, you most likely will want to give your group the ability to watch replays of the webinars you produce.

Serious about achieving success? Click link below and apply to work with me:
www.myfuturebusiness.com/better-business-builder-program/

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

The Replay section allows you to configure this option.

The screenshot shows the Webinarjam interface for configuring a new webinar. The left sidebar contains navigation links: My Webinars, New Webinar, Analytics, and Training. The main content area is titled 'New Webinar' and features a sidebar menu with options: Tutorial, General, Registration, Pay to register, Notifications, Integrations, ThankYou, Countdown, Live, **Replay** (selected), Miscellanea, and Publish webinar. The 'Replay' section is active, displaying the following configuration options:

- Problems configuring your webinar?** (Information icon) [Video help](#)
- Enable webinar replay page** (Section header)
- ☐ Offer the webinar replay to your users (so they can watch the replay video)
- Social media share** (Section header)
- ☒ Display social media share buttons (Facebook and Twitter)
- ☒ Done with the configuration? [Save module](#)

© first 2013, Webinarjam - all rights reserved.

Serious about achieving success? Click link below and apply to work with me:
www.myfuturebusiness.com/better-business-builder-program/

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

If you decide to become an affiliate of WebinarJam, the program gives you the opportunity to embed your link into your webinars through the Miscellanea section.

The screenshot shows the WebinarJam interface. At the top, the 'WEBINARjam' logo is on the left, and '+ Support' and '+ Logout' buttons are on the right. A left sidebar contains icons for 'My Webinars', 'New Webinar', 'Analytics', and 'Training'. The main area is titled 'New Webinar' and contains a list of configuration options on the left: Tutorial, General, Registration, Pay to register, Notifications, Integrations, ThankYou, Countdown, Live, Replay, **Miscellanea** (highlighted), and Publish webinar. The 'Miscellanea' section is active, showing a checkbox for 'Embed your WebinarJam affiliate link into your webinars' which is checked. Below this, a message states: 'Yes, inject my affiliate link in the "Powered by..." logo displayed in the footer of my webinar pages.' An important note in a blue box says: 'IMPORTANT: You must insert below ONLY your DealGuardian username, not your full affiliate link.' A text input field is provided with the placeholder 'Insert your DealGuardian username...'. A red note below the field says: 'Remember: you must sign up first to our [affiliate program](#).' At the bottom of the section, there is a checkbox for 'Done with the configuration?' which is checked, and a green 'Save module' button. A footer at the very bottom reads: '© first 2013, Webinarjam - all rights reserved.'

Serious about achieving success? Click link below and apply to work with me:
www.myfuturebusiness.com/better-business-builder-program/

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

Once you have configured all of the necessary options for your webinar, you are now ready to publish your webinar.

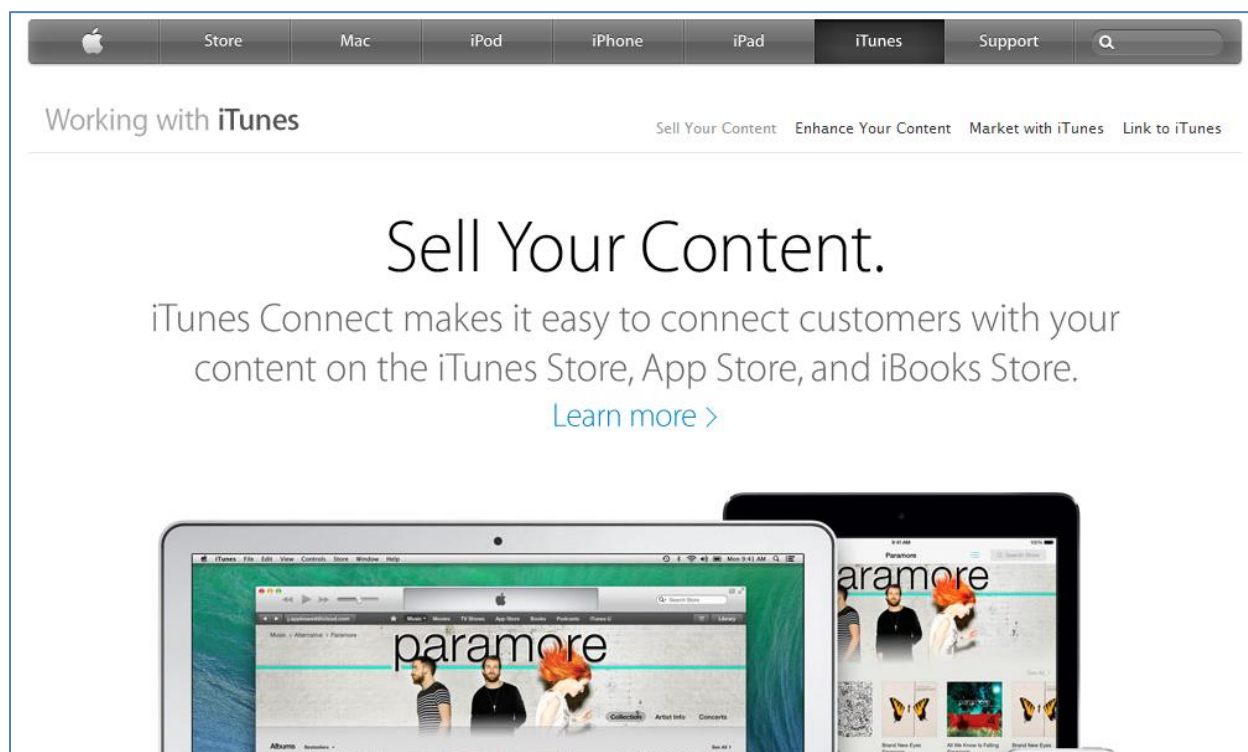
The screenshot shows the WebinarJam 'New Webinar' interface. At the top, there's a header with the 'WEBINARjam' logo and 'Support' and 'Logout' buttons. A left sidebar contains navigation links: 'My Webinars', 'New Webinar' (active), 'Analytics', and 'Training'. The main content area is titled 'New Webinar' and features a list of settings on the left: Tutorial, General, Registration, Pay to register, Notifications, Integrations, ThankYou, Countdown, Live, Replay, and Miscellanea. The 'Publish webinar' button is at the bottom of this list. The main panel displays a 'Problems configuring your webinar?' section with a 'Video help' button. Below this, a 'Publish your webinar online!' section provides instructions: 'Firstly, you must **publish your webinar** to actually upload the current saved configuration to the internet (which you must do every time you edit an existing webinar).' and 'Secondly, you must **email the confirmation link** to all your webinar presenters/administrators (which they must click). There's no need to send them the confirmation link every time you edit/publish your webinar, unless you've added a new presenter/administrators to the webinar.' At the bottom of this section, there's a 'We're ready!' checkbox and two buttons: 'Publish the webinar!' and 'Email links to admins'. A footer at the bottom of the interface reads '© first 2013, Webinarjam - all rights reserved.'

Serious about achieving success? Click link below and apply to work with me:
www.myfuturebusiness.com/better-business-builder-program/

If a webinar doesn't sound like a good option for your group, you may want to consider a podcast. A podcast also allows you to broadcast your content to your audience without the need to meet in a physical location. You can create a script to work from and broadcast with very little equipment.

As with your webinar presentations, you should allow time for a Q & A session at the end of each of your podcasts. This gives your audience a voice as well as the opportunity to ask questions.

The podcasts you produce can be broadcast live or you can record them and make them available for sale or download on a specific area of your website. You can also make them available on a platform such as the iTunes Store so you can reach a wider audience.



I cover podcasts in greater detail in my [Email Marketing Success](#) program.

A teleconference works the same way as the other two formats I've mentioned in that you can create a script that covers your content and then allow time at the end of your session for interaction with your audience.

Serious about achieving success? Click link below and apply to work with me:
www.myfuturebusiness.com/better-business-builder-program/

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

You can use a service like FreeConference.com to set up your calls.

The screenshot shows the FreeConference.com website. The header includes the logo and tagline "Simple, Convenient, Reliable." A left sidebar contains navigation links: LOG IN, SIGN UP, OUR SERVICES, HELP/FAQ, TOOLS/TIPS, LINK TO US, and NEWS & PRESS. Below this is a "FreeConference Sync" section with links to Evernote, Facebook/Twitter, Google Calendar, and Outlook. A "NEW" badge highlights "International Dial in Numbers Available" with flags for the UK, USA, and Germany. The "FreeConference Select" section lists "Desktop Sharing" and "Recording". A "Personalized Greetings" section says "Customize today!" with a microphone icon. The main content area features a large image of a conference room with a table and chairs, and a "FREE SIGN UP" button. Below this is a "Free Conferencing" section with two options: "Reservationless Standard" and "Web-Scheduled Standard". Both options list features like "Free", "Conference Recording", and "Personalized Greetings". A large orange "FREE" banner is on the right. At the bottom, there are "Free Sign Up" and "Learn more" buttons for both options.

You may be able to take advantage of their free features but that will depend mostly on your needs.

All of these options allow you the opportunity to record the content and make them available for download to current customers or you can sell them to new customers as additional information products. When choosing the format you are going to use and the software or services you need to create it, make sure you have the ability to record your content for this purpose.

Serious about achieving success? Click link below and apply to work with me:
www.myfuturebusiness.com/better-business-builder-program/

Seminars and Boot Camps

For an in-person or live event, you can do a seminar or boot camp style event. These are much more extensive in nature than webinars or podcasts and will usually involve a day or a couple of days to take place.

Seminars can either be one that you put on by yourself or you can offer to speak as part of a group of individuals for someone else's event. This type of event is usually focused on a particular area or subject that will be related to your niche.

This also gives you the opportunity to show your audience that they can achieve success just as you have. Giving them the ability to see you as someone who is just like them creates credibility with your audience and enhances their trust in you. It also builds their confidence by showing them that they can follow in your footsteps.

As part of the seminar, you can touch on changes in the industry or any other upcoming events that your audience may be interested in. You can also touch on your other products and provide them with any additional information they can use to make the product more useful such as changes in technology or additional resources or websites they can use to contribute to their success.

Boot camps are generally centred around a subject within your niche but with a focus on training. This allows you to cover any points related to your subject that may be easier to explain in person than on paper.

It also allows you to go further into depth with your topic just as you did if you produced a specialty product as part of your business model. The difference here is that you can personally add your own hints, tips and suggestions so that your audience can learn from your success as well as avoid any mistakes you may have made along the way.

Serious about achieving success? Click link below and apply to work with me:

www.myfuturebusiness.com/better-business-builder-program/

Why Go Through the Trouble of a Live Event?

I'm not going to lie by telling you that producing a live event is an easy task. It isn't. Doing a live event is extremely hard work. It will be time consuming, require a lot of careful planning and marketing, and it will be a significant cost to your business.

So why should you bother with one?

There is simply no greater way to get to know your audience than by interacting with them face-to-face. It gives you the ability to ask questions of them and discover exactly what their needs are. They also get the opportunity to learn firsthand from you and how you achieved the success you have.

Nothing will elevate your status as an expert more than doing some sort of public speaking, hosting an event or both for your audience. Doing a live event automatically tells your audience that you know enough about the subject matter to speak on it. It will also provide you with a pathway to making a name for yourself in your niche.

While the event will result in costing you a lot of money, there is a flipside to that because it will also bring in quite a bit of profit as well. Most information product businesses charge close to a \$1,000 or more to attend one of these events. Depending on how many people you can get to attend, this can be a significant profit centre for your business.

The costs involved in putting on a live event will vary depending on a number of factors, especially what format you use. Those same factors will also determine how much time and planning will be involved as well. This brings us to the next section in this module.

Serious about achieving success? Click link below and apply to work with me:
www.myfuturebusiness.com/better-business-builder-program/

Five Major Points to Consider For Your Event

There are many factors to consider for putting on a live event. However, some will be more relevant to you depending on what your niche is and how you want to present yourself to your audience.

These factors will determine how much the event will cost you, how much you charge your customers, how much time will be required for planning and how you promote it to your audience.

Syllabus/Topics of Discussion

One of the first things you will need to plan is what are you going to talk about and for how long.

Is your event going to be a series of hour-long webinars, a speech that covers a few hours of the day, or is it going to be a series of training sessions over a few days?

Answering this question will literally set the stage for how much planning your event will take. It will determine the what, where, when, and how of your planning.

Once you do decide on the format of your event, you will still need to develop what is going to be discussed as well as how it will be presented.

- Will you be giving a speech?
- Will you be giving a presentation?
- Is it going to be in a training/classroom setting?

Knowing this will help you prepare what you will be saying and how you will be saying it. You may simply need note cards or a script to follow from or you may need something more sophisticated for a slide presentation.

Using tools like PowerPoint or Teleprompters will help you to stay on track with your event and potentially avoid leaving out any key information.

Serious about achieving success? Click link below and apply to work with me:

www.myfuturebusiness.com/better-business-builder-program/

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

Keynote or Guest Speaker

Determining who will be speaking at your event is almost as important as knowing what will be said.

Are you going to be speaking yourself or do you know someone in your industry that can speak for you? While it may be intimidating to do the speaking yourself, aren't you the one who knows the most on your topic?

Speaking yourself will help to eliminate some of the cost and pressure by not having to hire someone else to do it for you. If you're not comfortable speaking in front of people, you can try practicing in front of friends and relatives and get feedback from them.

You can also get professional help from an organization like [Toastmasters](http://www.toastmasters.org).

Members My Account About Us Contact Us Media Center Login Search

TOASTMASTERS INTERNATIONAL WHERE LEADERS ARE MADE Find a club near you

Home How Do I Join? Free Resources Officer Resources Video Resources Shop 2014 International Convention

Meeting locations
FIND a location near you
Can't find it? Start a club!

LOGIN

Club Officer Resources
Distinguished Club Program
Reports Page

District Leader Resources
Distinguished Performance
Reports Page

Bring Toastmasters into your
Company or Community

Public Speaking Articles
Fear Factor
Tips & Techniques
Business Presentations
Tips for Special Occasions

Welcome to Toastmasters International

Looking to develop speaking and leadership skills? Ace a job interview? Ignite your career?

Toastmasters International is a world leader in communication and leadership development. Our membership is 292,000 strong. These members improve their speaking and leadership skills by attending one of the 14,350 clubs in 122 countries that make up our global network of meeting locations.

Membership in Toastmasters is one of the greatest investments you can make in yourself. At \$36 every six months (club dues may vary), it is also one of the most cost-effective skill-building tools available anywhere.

How Does it Work?

A Toastmasters meeting is a learn-by-doing workshop in which participants hone their speaking and leadership skills in a no-pressure atmosphere.

Video Resources

Member Testimonials
Members are the heart of Toastmasters International and they love to share their stories.

0:00 / 3:19

Serious about achieving success? Click link below and apply to work with me:
www.myfuturebusiness.com/better-business-builder-program/

Toastmasters are known worldwide for helping individuals overcome their fear of speaking in public. Since they are an international organization, there's a good chance that you can join a group located near to where you live.

If your event is going to be held all day or for a couple of days, I would recommend having others speak at your event in addition to yourself. Speaking for that long of a time will be draining and leave you little time to interact with your audience.

Hiring someone well known in the industry may be expensive but they also may draw more people in attendance. If you don't know of anyone who can speak for your event, you may try contacting your niche's association to see if they can recommend someone who can help.

Serious about achieving success? Click link below and apply to work with me:

www.myfuturebusiness.com/better-business-builder-program/

Location

I'm sure you've heard the real estate slogan - location, location, location.

Choosing a location can make a significant difference in the amount of people who attend your event. This applies whether you are holding a webinar series online or putting on a three-day event. It also is a big indicator of how much you will charge for your event as well.

As I mentioned before, if you are simply putting on a webinar series, you will not be able to charge as much as most people do for an event. But you may be able to draw more people in by emphasizing that they can attend from the comfort of their own home or anywhere with an internet connection.

The reverse of this is holding your event at a specific location. Some of this will be determined by your audience. Are you customers mostly local to you? Are they only from the country you reside in? Or are they spread out over the whole world?

If your customers are local, you may consider doing an event that is close to your area. However, if you want to bring in customers from a larger area, you will need to find a centralized location for your event.

One thing to note here is that no matter what you choose, not everyone will be able to attend. There's no way to accurately choose a location that will work for every single person. What you will have to consider is what works best for the majority of your customers.

If you have a few locations in mind, you may want to poll your customers to see what they prefer. This may help you to narrow it down or choose the actual location and at the same time you can know that you have the possibility of good attendance.

Serious about achieving success? Click link below and apply to work with me:
www.myfuturebusiness.com/better-business-builder-program/

Another thing to consider with your audience is choosing something more low-key over something more over-the-top or exotic. You can choose a location that's low key, which may appeal to an audience that's more down to earth but risk alienating those that want to have more of a vacation-like experience while they're attending.

On the other hand, you can choose a location like Hawaii to appeal to the vacation crowd. However, you may alienate the customers who can't get away from work or family by attending an event that far away.

Again, your best bet is to poll your customers and stress that they give honest feedback on an event in a location that they would truly be able to attend.

If you do decide on a location that is far away from you or that you've never been to before, it will make your planning a bit harder. Chances are you won't be able to physically see the area your event will be held in and you will have to rely on people actually there to help you make it a success.

Serious about achieving success? Click link below and apply to work with me:

www.myfuturebusiness.com/better-business-builder-program/

Venue

The venue you choose will mostly be determined by the location you choose. Again, this can be as simple as your audience meeting you online for a webinar or having your event in an actual meeting place.

In addition to meeting online, you can do something simple like renting out or reserving a conference room in a restaurant or you can pay for a hotel ballroom. Deciding on this will be based on how many people you invite and the actual attendance expected.

Keep in mind that choosing a well-known or lucrative venue may be just as appealing to some people as the location itself. For example, meeting at a hotel near a major tourist attraction could have appeal to those who may be bringing their family along. It all comes down to knowing what your audience prefers and is willing to do. Polling them is your best way of finding out.

Serious about achieving success? Click link below and apply to work with me:
www.myfuturebusiness.com/better-business-builder-program/

Billing for Your Event

While I am going to go over pricing your information products as a whole in the last module of this product, it's important to mention billing here as it relates to your event.

I've already told you that putting on an event can be costly. You may have to pay for a guest speaker, put down a deposit at a hotel or other meeting place, and bear the expense of creating any handouts or materials for attendees. All of these items will have to be taken care of well before your event takes place.

There's a good chance that you won't have all the money to pay for these items out of pocket. One way to pay for it in advance is to have your customers pay it for you. You can do this by offering what is called an early bird registration.

An early bird registration is where you set a period of time well ahead of your event where people can pay to attend but at a discount. The discount provides an incentive for them to register now while it also allows for you to collect money in advance to pay for the event itself. It will also give you the added benefit of knowing a minimum amount of people who will be in attendance.

If you do decide to offer an early bird registration, your timing will be key to its success. You will need to plan months in advance to ensure that you will have the ability to offer the early bird registration in enough time to collect money and give your audience enough time to decide on attending. All of this will come through in the marketing of your event, which we will touch on more in the last module of this program.

Serious about achieving success? Click link below and apply to work with me:
www.myfuturebusiness.com/better-business-builder-program/

Creating Content for Your Event

There are two main types of content you will need to create for your event. The first is for your purposes only while the other is strictly for your audience.

The content you create will be for your purposes in order to make sure your event goes smoothly. This will include:

- A syllabus
- Scripts
- Slide presentations
- Timeline and/or sequence of events to keep things on schedule
- Marketing materials to promote your event or additional products

When it comes to your script, make sure that you allow for breaks. This is especially true if you plan on talking for more than an hour or if your event is all day or held over a few days.

You can also make your breaks into Q & A sessions but make sure you limit the questions so the time table of your event doesn't go over the allotted time. This gives you and your audience a chance to refresh and take a break. Your audience will return from the break interested and focused which will help them to stay engaged with the topics you are presenting.

You must also keep the tone of your content light and upbeat otherwise you run the risk of putting your audience to sleep. You can insert some fun graphics or jokes into your presentation to keep your audience from getting bored.

Serious about achieving success? Click link below and apply to work with me:
www.myfuturebusiness.com/better-business-builder-program/

Give Customers the Option for Live Feed or Home Study

I've already mentioned that there's no way for you to make everyone happy with the location and/or venue you choose for your event. However, there is still a way for you to get those individuals to attend without having to leave their home.

You can offer them this in two different ways. One way is to do a live feed from your event. You can hire a videographer to help you with this. This will allow your audience to be there virtually and watch the event take place from their home or specified location.

Another option is to record the event and provide a "home study" option for those who can't attend. This can also be a great free bonus for those who are attending.

Adding these options prevents you from basically excluding any member of your audience as you are giving them every possible option to attend. For both of these options, I would recommend selling them at a reduced price as they will lose some of the benefits from not actually being there in person.

Serious about achieving success? Click link below and apply to work with me:

www.myfuturebusiness.com/better-business-builder-program/

When an Event Isn't Your Best Option

While putting on an event can be a lucrative and exciting way to build your business, it may not be the best option for everyone.

One area we've already covered and that is when you are uncomfortable with speaking in front of people. If the thought of that terrifies you or if you prefer to stay behind the scenes then an event probably isn't a good option for your business.

It also may not be a good option if you are just starting out in your business. Putting on an event takes a lot of work and the right amount of attendees to make it a success. If you're just starting out, you also may not have enough of a reputation or recognition to draw in an audience to attend the event.

If that is the case, your time will be best spent on continuing to build up your business so you can be ready to do an event at a future date. This will help to ensure your success and give you time to learn as much as you can about other events going on in your industry.

One other thing to be cautious about when including an event into your product line up is to not rely on it too heavily or make it your only product. The extent of work that goes into them takes a tremendous amount of time and it's usually a good idea to only do them once a year.

While the amount of income you can bring in from an event is significant, do you want to rely on that one thing to be your only source of income for a whole year? Probably not.

It's better to have other products working for you on a regular basis so you can pay the bills and only do an event once or twice a year. As your business grows and you develop more of a cash flow, you can start to lean towards having more events as part of your income.

Serious about achieving success? Click link below and apply to work with me:
www.myfuturebusiness.com/better-business-builder-program/

One way for you to get an idea of how events work is to attend them yourself or speak at someone else's event. By attending an event, you can truly get a feel for how things should or shouldn't run. You can note what parts of the event you liked and what parts lagged or bored you.

Speaking at someone else's event will bring in some income for you and it will also give you the opportunity to get your name out there. This provides you with all of the benefits of doing an event without having to go through the trouble of incurring the costs of doing it all by yourself.

If you're wondering where you can speak check out your local colleges or business associations. You can also check with trade associations for your niche to find out when and where they are holding an event. Contact the organizers to see if you can get a speaking gig for one of their upcoming events.

Serious about achieving success? Click link below and apply to work with me:

www.myfuturebusiness.com/better-business-builder-program/

Using Your Event as a Marketing Tool

People coming to your event will have heard of you and chances are that they have already bought at least one of your products. However, consider the fact that they probably won't be coming to your event alone.

Because of this you will not only have the opportunity to sell additional products to your customers but you have a good chance of introducing all of your product line to a new set of prospective customers. You have two options to do this.

One choice is to giveaway one or a few of your products as part of a raffle or door prize. You can use a low cost product like your introductory product or if you have time you can create a new product just for the event so you can guarantee that anyone attending hasn't received it before. You can also bundle it with other giveaway products like mugs, t-shirts, pens, etc. for your attendees to take home.

Another option is to sell actual products at your event. If you don't want the hassle of collecting money at your event or worrying about having enough stock on hand, I would suggest directing your audience to a special landing page where they can purchase the items on their time. I would also suggest offering them some sort of discount on the products you offer there tied to a deadline so you can get them to act fast.

The point is that you can use your event as a platform to sell your other products. An event is a great opportunity to sell more products to your audience while you have them engaged and paying attention to the subject matter in your niche.

Serious about achieving success? Click link below and apply to work with me:

www.myfuturebusiness.com/better-business-builder-program/

TO DO LIST

- Determine if holding an event is best for your business at this stage
- Decide what type of event you want to include in your product line
- Go through the five major points to consider when putting on your event to decide on speakers, location, venues and pricing
- Develop the content for your event
- Hire a videographer to record the event for additional product options
- Include an online or home study option for customers who can't physically attend
- Decide on a product for a potential giveaway or raffle
- Configure a way to sell products at the event either in person or through a special landing page

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

Students serious about achieving success, apply to work with me by clicking on the following link:

www.myfuturebusiness.com/better-business-builder-program/

Serious about achieving success? Click link below and apply to work with me:

www.myfuturebusiness.com/better-business-builder-program/