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Making Info-Product Creation Fast And Easy

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My Fast-Track Info-Product Creation

Module Seven

Performing Services on Behalf of Your Clients

By
Rick Nuske

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Introduction

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

This program was created for those individuals searching for a way to create an online business without incurring the expense and hassle of a traditional business. Although an online business doesn't require the money a traditional business does, the amount of your success will still be determined by how much effort and time you put into your business. I have included the business strategies that I used to create my online business so that you can have access to proven tools to ensure your success.

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

- What implementation services are
- What implementation services you can provide to your clients
- Why you should perform this service for your clients
- Whether to do implementation services in-house or outsource them
- Where you can go to get help with providing these services

I have included a lot of useful information in the *My Fast-Track Info-Product Creation* program. It is my goal to help you start a sustainable business without the typical barriers 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.

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Rick Nuske

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What are Implementation Services?

Implementation services are when customers come to you and hire your business to perform specific services for them. This could be a wide range of activities tied to your specific niche or market.

This includes, but isn't limited to:

- writing and creating a monthly newsletter

- creating and/or designing a company website or membership site

- developing a marketing program or strategy

- management of internet marketing

- creating software

I will be covering some of these services in more detail as we go through this module. It's important to note that taking on these services may require a considerable amount of your time and resources.

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Why Would You Perform Implementation Services for Your Customers?

If your customer comes to you asking for your help, chances are you are going to want to accommodate them. After all, they came to *you.*

Customers coming to you for specific needs can mean one of two things or both. The first is that they probably don't have the resources or time to do the services themselves.

Companies are running leaner these days and it's actually cheaper for them to outsource specific things. It's also possible that customer is a one-person shop and they only want to focus and the growth of the business, leaving the details to someone else.

Another reason they may come to you is because they've seen your products and they want you to do the same thing for them. This is actually validation that you are doing something so well that your customers want you to do it for them too. This could be the monthly newsletter you produce, the content on your website, or how you manage your social media accounts.

This truly could be the ultimate compliment that you can receive from your clients as it means they like your products **and** they trust you to do the same thing for their business.

Performing implementation services for your clients makes their lives easier and it creates a lucrative profit centre for your business. Most of the services you can provide can be configured to be performed steadily in order to bring in income on a regular basis.

Different Types of Implementation Services

As I mentioned previously, there are a variety of services that you can perform for your clients. Some are standard and will fit any niche or market while others may be more specific to your audience's needs. Here I will discuss the services that are more generalized.

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Monthly Newsletters

A monthly newsletter is a great way to keep in touch with your customers and regularly remind them of your business. Your customers may recognize this and may want you to perform this service for them.

You can create email newsletters that are distributed via email to a list or you can create physical newsletters that are sent out via mail. I recommend doing an email newsletter at least in the beginning as they are easy to create and are very cost-effective.

Most email autoresponder providers allow you to create a newsletter within their software. The one that I recommend using is Get Response.

Get Response is easy to use and they also give you the opportunity to try it for free for 30 days.

Once you create your account, you will need to create a campaign before you can create your newsletter. To do this, click on the drop down menu from the current campaign section in the upper right hand corner of your screen.
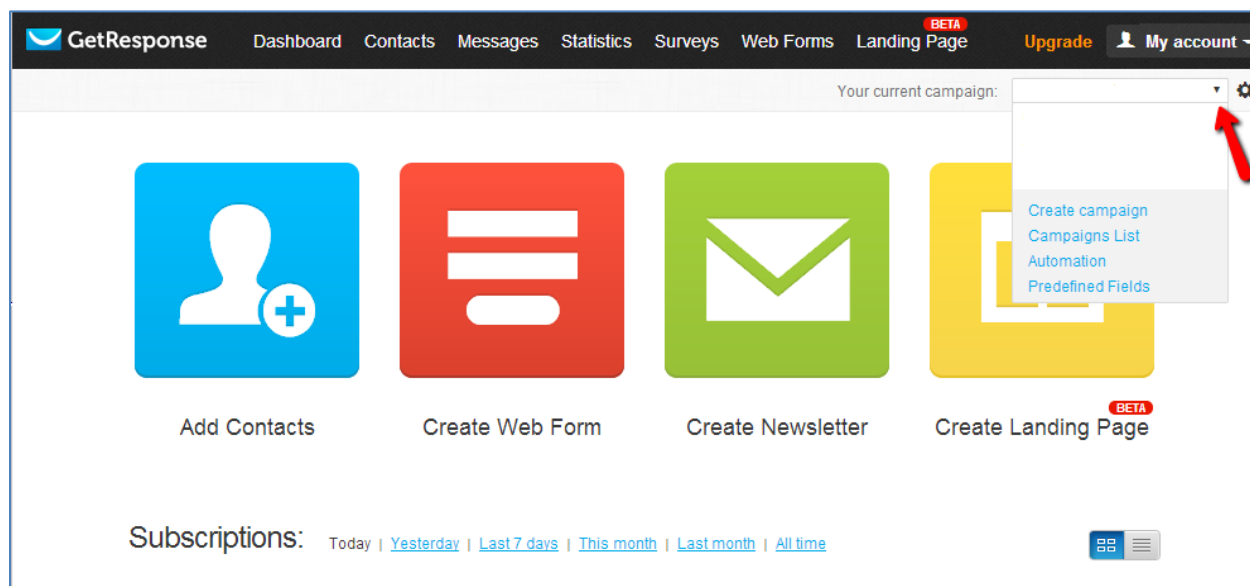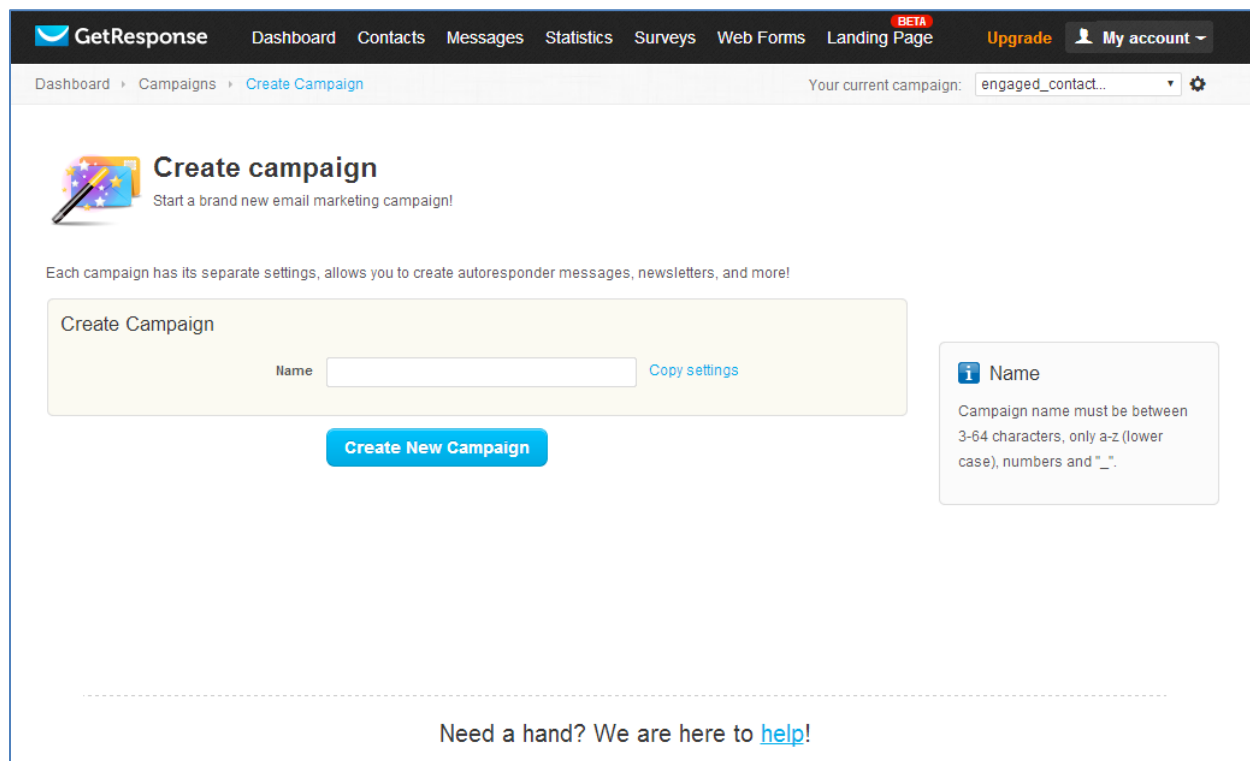
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Next you will select Create campaign from the menu.

For instructional purposes, we will name this campaign - client_newsletters.
Once you have named your campaign, click on Create New Campaign.

From here, you can add in contacts, otherwise known as email addresses,
make changes to your settings, create an email or create a newsletter. Click
on Create Newsletter.
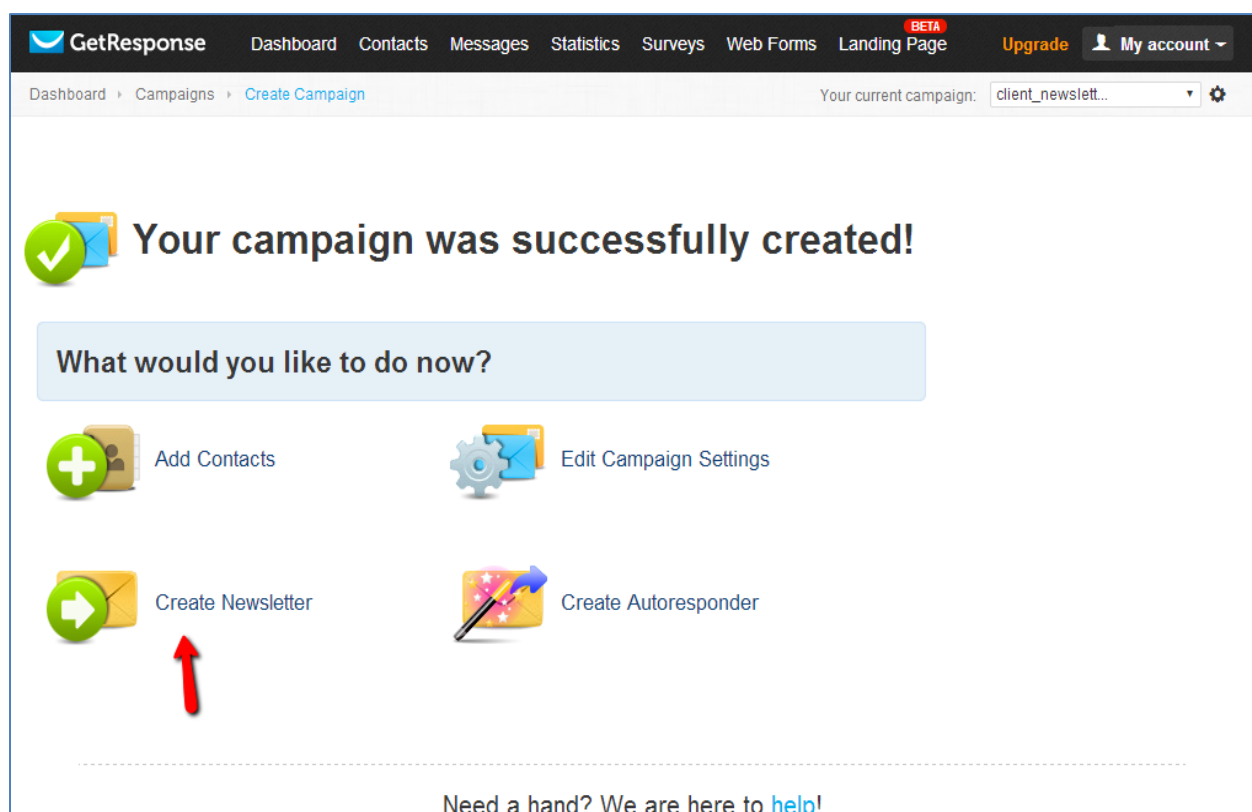
Once you click here, you will now be given the option to create the newsletter through their system or write your own HTML code.

Unless you are a highly experienced HTML coder, I recommend using their program to create your newsletter. You will also want to make sure that you are sending the newsletter to the correct campaign that you have created within the program.

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Once you click on New Email Creator, you will have the option to create how the email will look as it is sent out to your list.
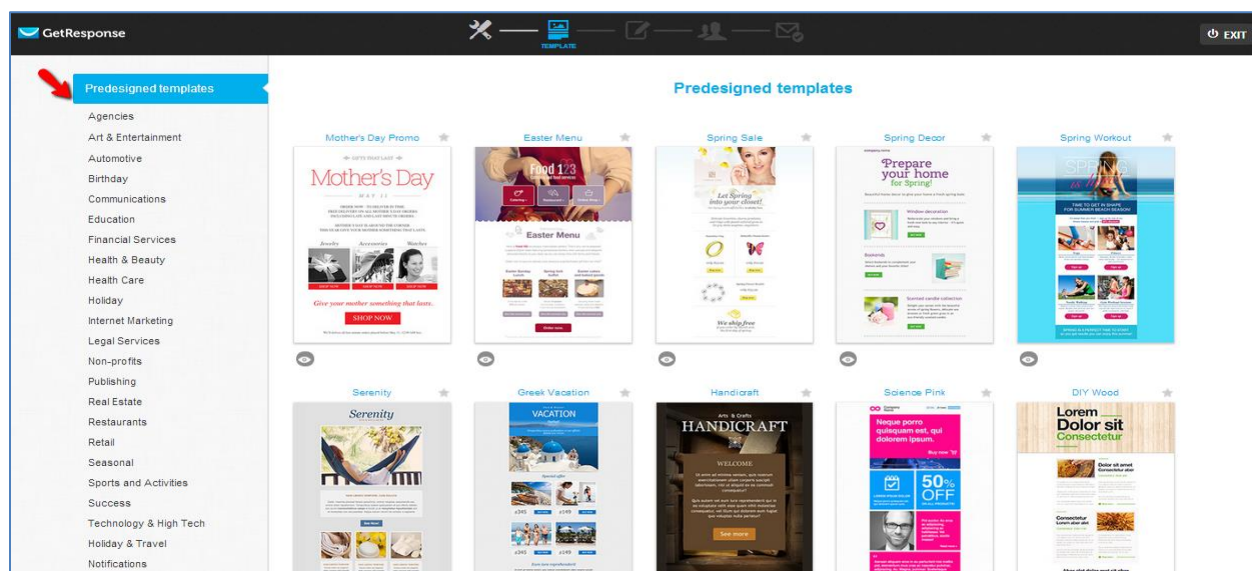
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Once you fill in all of the required information, you can click on Next Step.

This will take you to a healthy dose of newsletter templates to choose from. Choose one that is appropriate to the market that the newsletter will be distributed to.

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For instructional purposes, I will choose one that is more on the generic side.

As you can see from the screen, each section is editable and Get Response even provides you with the ability to preview what your newsletter will look like from a mobile device.

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After you insert your own images and text, you will click on Next step.

On the next page, you will choose what recipients you want to exclude or include on your send list.

From here, you will click on Next Step and be taken to the following screen to send your email.

Since we don't have any recipients for this campaign as of yet, we are only allowed to save the newsletter as a draft. Once you setup your email list within the program, you will be able to distribute your newsletter to your designated list.

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Software Creation

Do you perform any calculations as a part of your business or the products you create? Is there some part of your business that can be automated with the use of software?

If so, you may want to consider having software created for your business or for selling to your customers. The software can be as simple or as complicated as it needs to be depending on the end result needed.

Many people are busy these days and don't have time to do lengthy calculations or long, drawn-out procedures. Providing them with an automated and easy-to-use solution could give them a way to save time and money.

Since you most likely aren't a software developer, you can outsource this very easily through a project site like Elance or Freelancer. I cover using Elance to hire freelancers in more detail in the next section of this module.

Once you have your software created, you will need to configure how your clients will pay for it. Will you charge them a one-time fee, a yearly license fee and/or a monthly maintenance fee?

If you are charging them for a monthly maintenance fee, your client will most likely want to have some sort of support built-in just in case any questions or issues come up. Make sure you have the resources in place to handle such tasks, whether you handle them in-house or outsource this as well.

You will also need to consider the possibility of having training modules created to accompany the software. Depending on how sophisticated the software is, you may also need to incorporate some sort of online or in-person training sessions.

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Internet Marketing

Internet marketing is another service that your customers may come to you for assistance with. Internet marketing is a task that most businesses don't want to mess with. It can be time consuming and it is ever-changing.

Most businesses don't have the time or resources to take on this task but they also know that it's an important part of their overall marketing strategy. In order for them to reach their audience, they must have an online presence.

Internet marketing includes:

- Search engine optimization or SEO
- Email marketing
- Pay-per-click advertising or PPC ads
- Article or content marketing
- Banner ads
- Affiliate marketing
- Social media management

As you can see, this is an extensive list and all of these services are designed to improve the visibility of a business online. They can also be used to enhance or build up a reputation.

Consider the fact that most people these days are connected to the internet 24/7. Between smartphones, tablets, and laptops, people can be online in a matter of seconds. Businesses nowadays almost have to create a presence online or they will lose out on a big segment of their audience.

By helping your clients with these types of services, you can help them with building and maintaining an online reputation. It also will help you to stay on top of different trends that will also help you to maintain your online presence as well.

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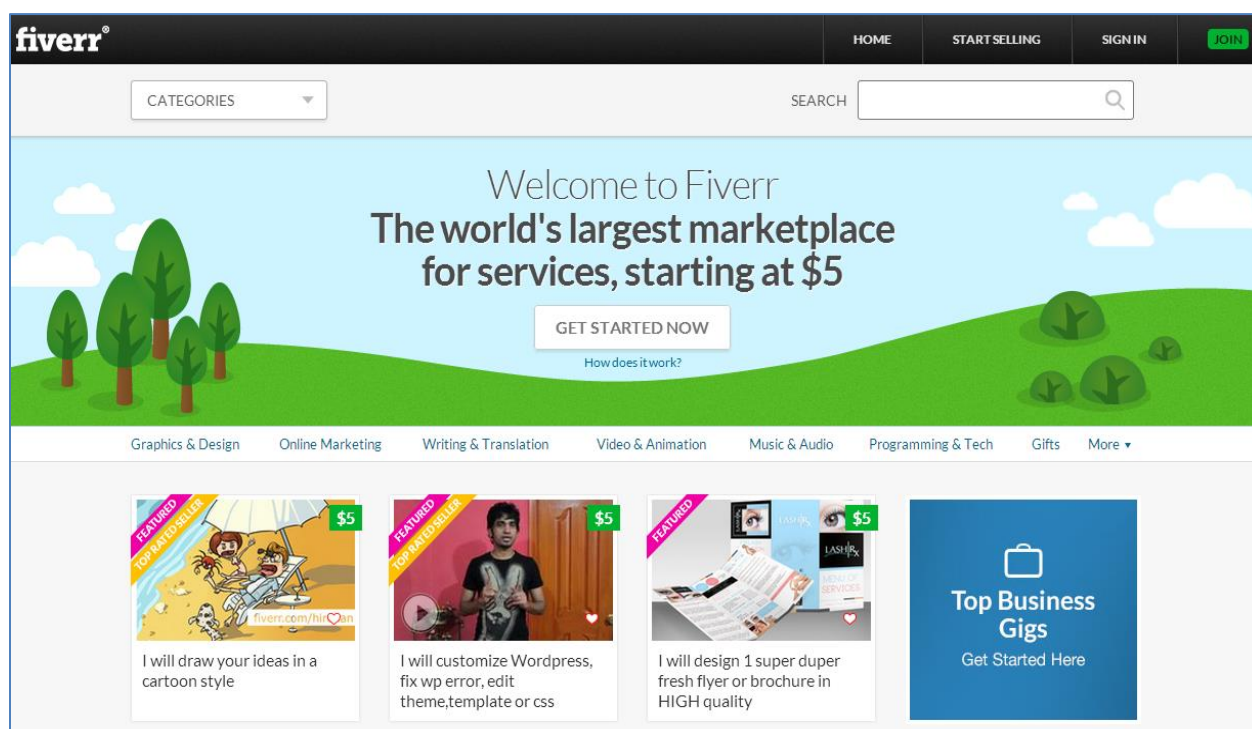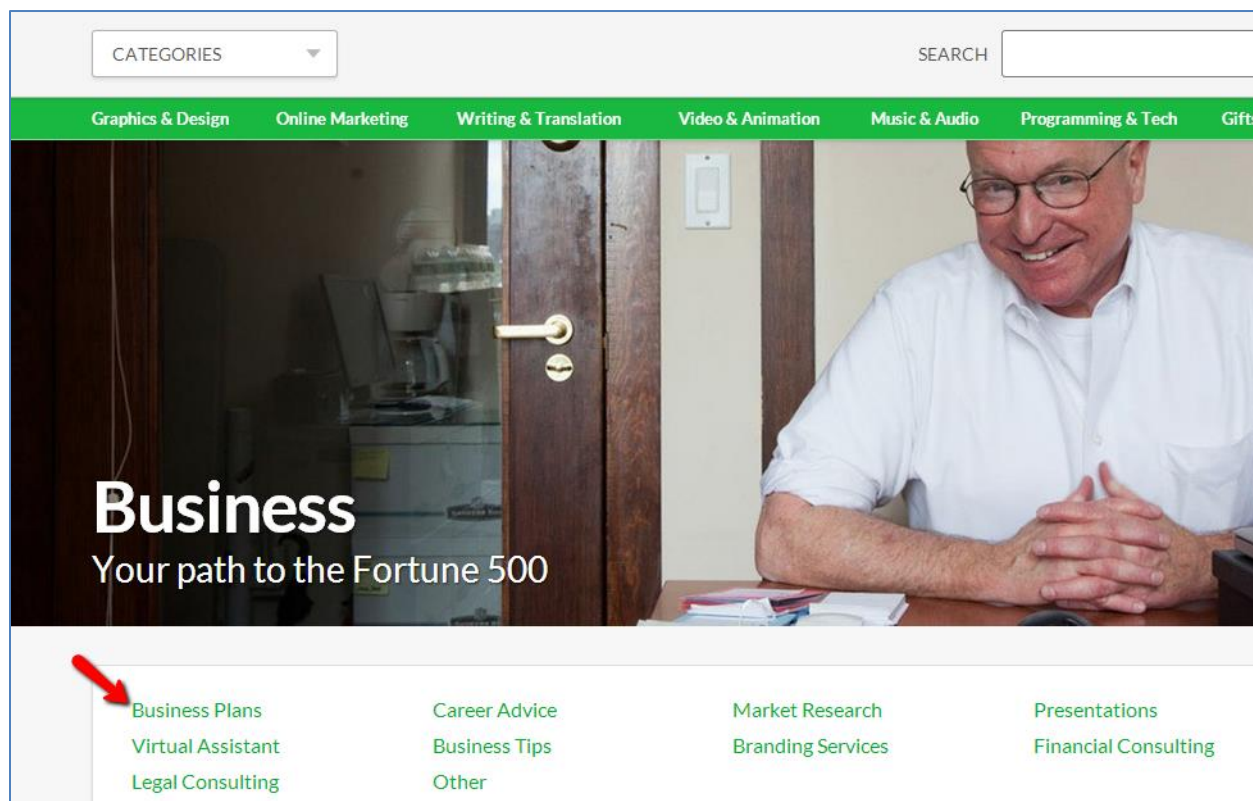
Where to Go to Get Help

When it comes to performing services for your customers, it's likely that at some point you won't be able to handle all of the work by yourself.

You can bring on a small staff to help you with this but that may translate into more of an expense than necessary. A common thing for most information product businesses to do is to outsource the tasks that they can't handle in-house.

There are a number of resources out there to help you with this mostly in the form of online project sites.

Fiverr.com

One site that has become very popular in recent years is called Fiverr. The reason for the site's name is due to the fact that a majority of the services available on the site start at $5 USD.

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Some of the services you can contract for on Fiverr include:

- Graphics & Design
- Online Marketing
- Writing
- Video & Animation
- Programming & Technology

To sign up for Fiverr is free. The only time you pay is when you choose a vendor for services. After you setup your free account, you can browse through their site to see what services might be available for your needs.

For example, your customers are impressed with the way you run your business and they want you to create a business plan for them. You may not have the time or resources to do this in-house so you can hire someone on a site like Fiverr to help you.

Your customer won't know that it's not you doing the actual work. However, you will work with the vendor you choose to ensure that the business plan they create will be of quality and it fits your customer's needs.

To find the category that includes Business Plans, look in the left hand side of the screen and click on the drop down arrow on the Categories menu.
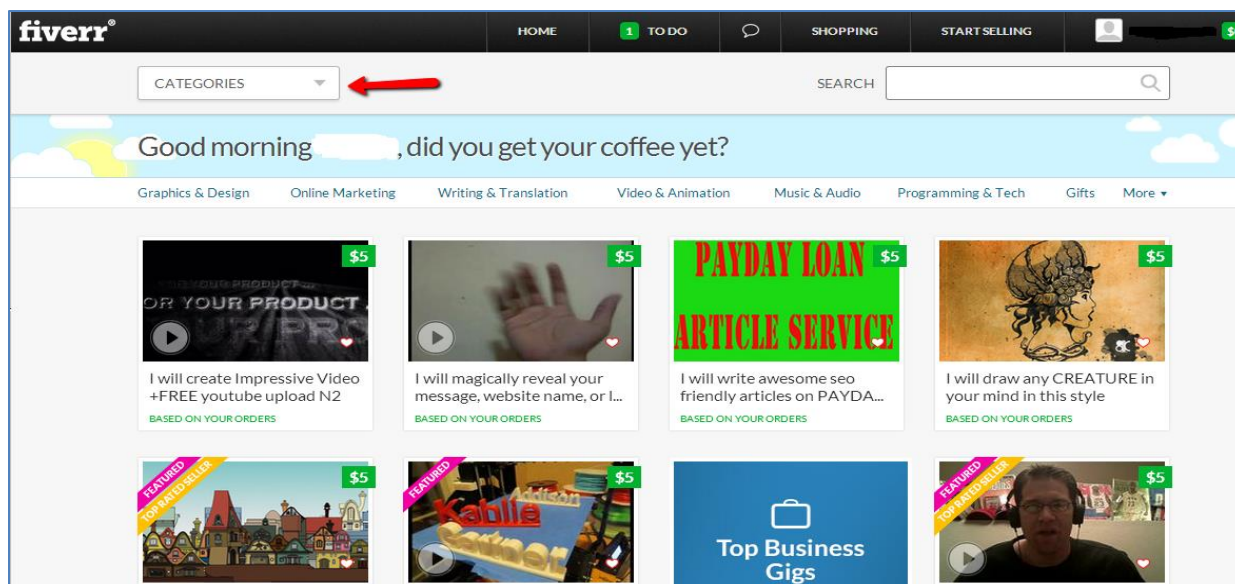
Now you can click on the Business category and it will bring you to the following page. Here you can click on the Business Plan section.

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After you click on Business Plans, Fiverr provides you with a list of vendors available to assist you.

As you can see from the list, each vendor has their own unique services. It also shows you the featured vendors, how long they have offered their service on the site, and how other companies have rated their services.

If you click on a vendor, you can see more information about them and their services. According to their profile, this vendor has been on Fiverr for seven months.

They have a 97% positive rating out of 297 buyers, which shows that they do quality work. Their profile also points out their average number of days to complete the product as well as how many projects they currently have lined up.

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If you scroll further down on their profile, you will see a more detailed description of the services they provide.

If you scroll even further down on their profile, you can see that they offer more services for an additional fee. Depending on your needs at the time, you may need to purchase additional services to get your job done. As you can see, the additional services available from this vendor are still very affordable.

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At the bottom of their profile, you can review what their customers have said about the work performed by this vendor. From their profile, you can see that they've had a positive review from 285 customers and only 9 negative reviews.

This is a very good sign that this vendor does quality work. Another thing that I like is that you can see that the vendor responds to every review so you know that he is paying attention and cares about the quality of work he delivers.

I would recommend looking at a few vendors to see how they rate with their customers, how long they've been on the site, and how long it takes them to perform the work.

From there, you can single out one to choose from to assist you with creating your business plan or any other work you may need.
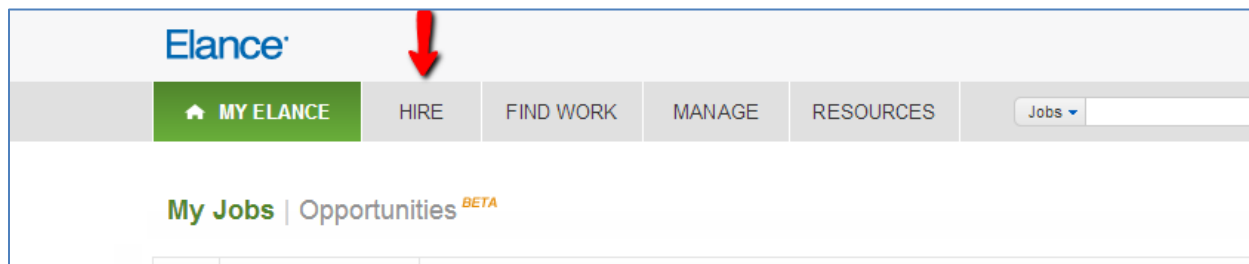
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Elance.com

Another project site you might want to consider for outsourcing is Elance.com. While Fiverr is a good site if you need quick one-time projects done, Elance is better suited for your long-term projects.

Elance is also free to sign up for and you can hire freelancers for a multitude of projects.

When you go to their site, if you click on the Browse Categories menu you can see all of the types of freelancers you can hire to help you with your projects.
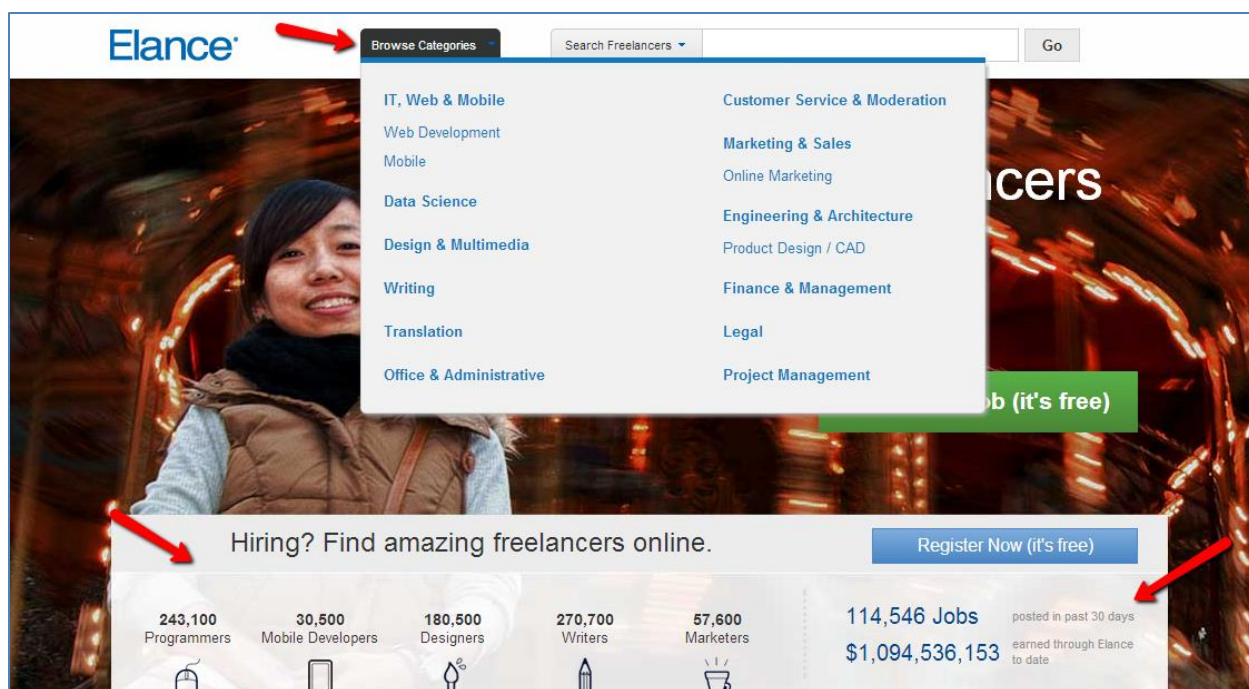
Let's say that you want to hire someone to do software development as we discussed in the previous section. You will first want to sign up for your free account.

After this is complete, you will want to click on the Hire button at the top of the screen.

Elance will pull up all of the freelancers in their system but you will want to choose people from the IT section for this type of project.
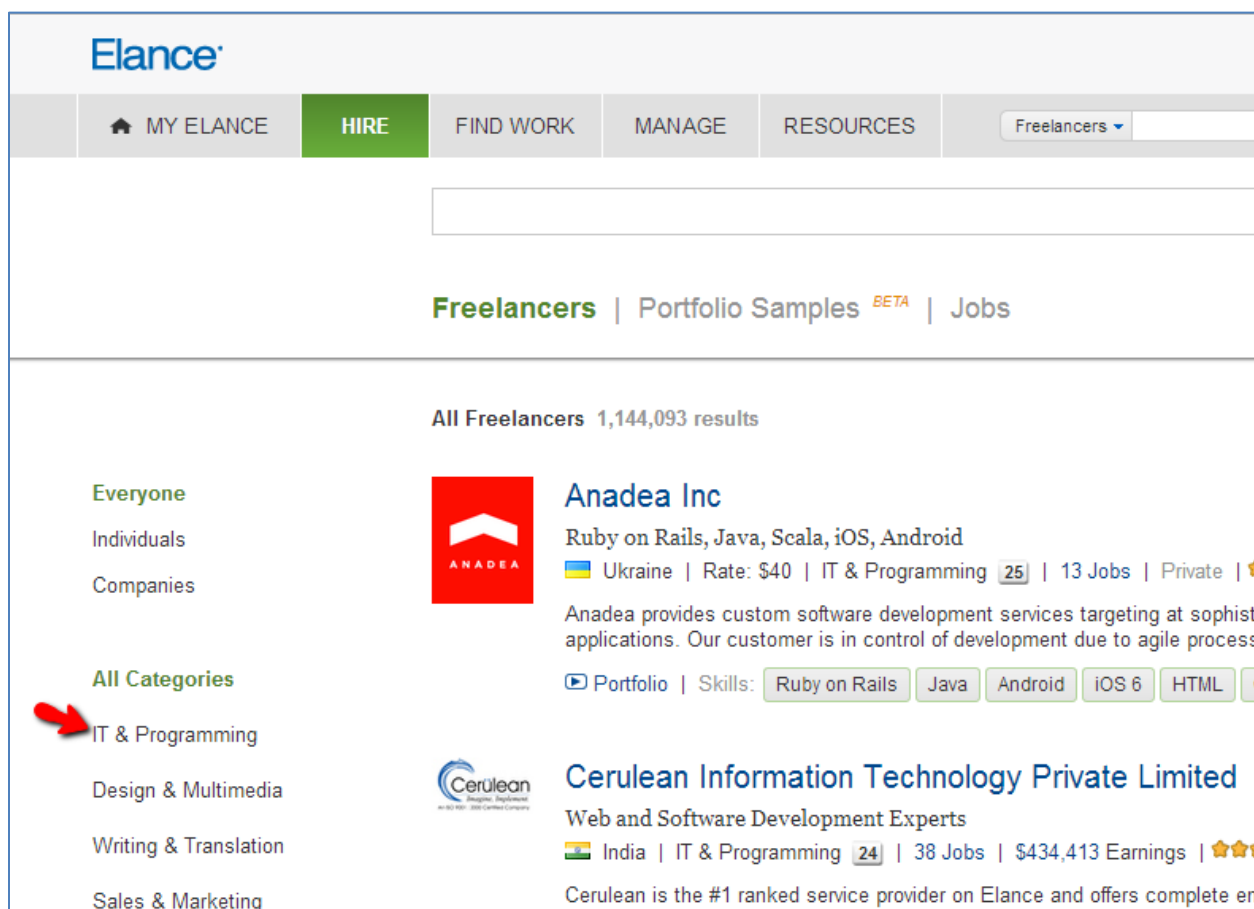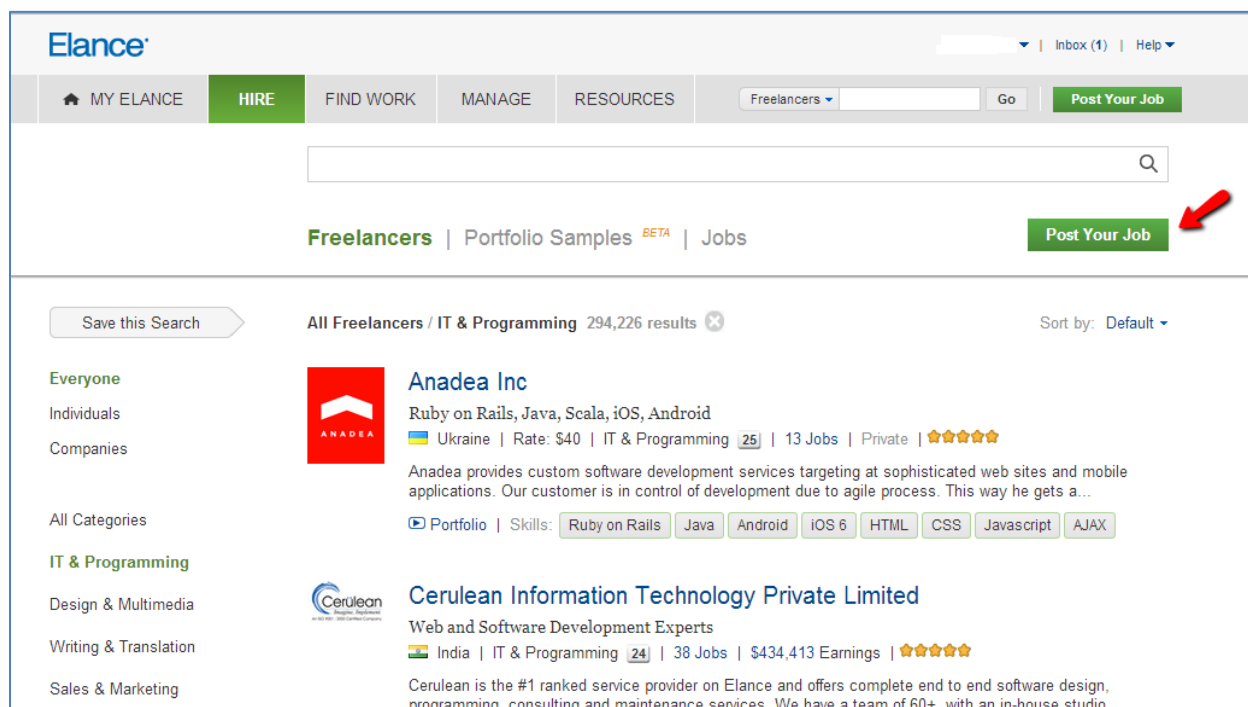
At this point, you can find freelancers from one of two ways. You can either browse through the listing provided or you can just post the job for freelancers to apply to.

I recommend posting the job as your best option as according to the listing, there are almost 300,000 freelancers to choose from.

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Click on the green Post Your Job button to get started. The following page will appear.

Here you will attach a name to your job, put in a detailed description, select the category and specific skills required as well as how you would like to pay the freelancer, either hourly or for a fixed price.

Keep in mind that the more detail you put here will help to attract the most qualified individuals. If you leave it too vague, you could end up wasting time by having to sort through freelancers who don't have the skills you require.

Once you have filled out all of the necessary information, Elance gives you the opportunity to review your job, make any changes or corrections and then post it live.

Freelancers can now apply to your job and you can choose from the best candidate. Here you will also have the opportunity to look at reviews from their other customers, their skill level, and how they perform their work.

As you become more familiar with the site and some of the freelancers listed there, Elance has a feature where you can also single out specific freelancers and invite them to your job posting. This can come in handy if you already have an idea of who you want to hire for your project.

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Deciding if You Should Perform Implementation Services for Your Clients

Ultimately, the decision to perform services on behalf of your clients is yours.

Even though your clients may come to you requesting your help for specific projects, you have to decide if it's in your best interest to do so. While we have discussed many ways for you to get help and complete client projects, it will still require some time and planning on your part.

On the one hand you may find that the amount of resources required will go beyond what is feasible. On the other hand, you may find that the amount you charge to perform these services is worth the effort and the steady income it will provide for your business now and in the many months to come.

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TO DO LIST

- Decide whether you should provide your clients with implementation services

- Determine what types of services you can provide to your clients

- Decide if outsourcing implementation services will help you save time and money

- Choose a vendor to partner with to help you provide implementation services to your clients

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