

“How I Made \$7,761.30 In 33 Days”



By: Joshua Hayes

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Introduction

I first got involved with internet marketing back in 2005. I started with AdSense, and moved into some other affiliate promotions like Clickbank and various products on Commission Junction. I have really tried a little bit of everything.

I made some money, but nothing to write home about. It certainly wasn't a "quit your job" amount of money.

My First Online Success

In 2007, I got an idea for an interesting product. Not knowing anything about product creation, I threw together an ebook, marketed it the best I knew how to (which at the time wasn't saying much), and made a little money. Now, I only made a little over \$2,000 from that particular project, but it gave me my first taste of product creation. I discovered that it was a more lucrative way to make money online than promoting affiliates products. Much faster... but I'm not going to sugar coat things... it was a lot of work and a MAJOR headache.

The reason why? I had no clue what I was doing.

For the next couple of years, I focused on my offline business, and didn't really spend a lot of time actually doing much with internet marketing. In early 2009, I really got fired up about making an online, passive income stream, and was at a place in my life where it just made sense.

I started buying up ebooks and courses, and I learned a little here and little there.

After a brainstorming session with someone close to me, I started thinking about product creation again. I'm not really sure why I hadn't thought much about product creation and making money online since my small success back in 2007, but I guess I just put in a lot of work to make an amount of money that didn't justify the effort back in 2007 with my first product.

Everyone's An Expert

In my offline career and business life, I've done a lot of work in sales and have also worked with business owners in various capacities. When it comes to building an offline business, making sales, and working with business owners, I consider myself to be an expert. Your expertise may be in a different arena, but I believe everyone is an "expert" about something.

It may be something that you think no one would be interested in, or maybe you think you're not an expert on anything, but I would have to disagree. Information products are sold on all sorts of topics... everything from how to build a model boat to cookbooks.

Just go to your nearest bookstore... Granted, many of those books aren't being sold in electronic format (although that is changing fast), but that is still someone's knowledge and expertise for sale.

I've often discounted what I know as commonplace... I've thought to myself, "Everyone already knows that... who would want to spend money learning how to do this?"

The answer? Simple. Someone that knows less about it than me. In that person's eyes, you are an expert. If you just absolutely don't think you have anything that anyone would be interested in, you can even create products on subjects that are in-demand that maybe you don't know anything about. This will be covered later in the report.

Getting back to what happened in 2009... I had come across an excellent business method and decided to write about how to do it. I literally went to the local coffee shop, and just started writing.

I laid out a simple outline of the topics I wanted to cover... Those became my chapters. Pretty simple, right?

I then filled in the content and got the ebook written in about 2 days. I probably spent a good 8-10 hours writing the content, so I don't want to sugarcoat things and make it sound like money just started filling up my PayPal account with no work involved... Hardly...

Now, it may take you more or less time than me to write your content. The hardest part is getting started and fighting the nature that most of us have to overthink things.

You hear a lot of people talking about how important just taking action is, and it's so incredibly true. Get on your computer and just start writing. For those of you that don't like to write or maybe you don't type very fast, I'm going to give some ideas at the end of this report that will allow to create products without doing any typing at all. In fact, there are actually ways to completely outsource the product creation that I'll talk about later in the report as well.

Take Action! It Doesn't Have To Be Perfect

When it comes to writing, I tend to be a bit of a perfectionist... You have to realize that your first draft does not have to be perfect. There will be errors and you can fix them later. Getting your thoughts on "paper" is the goal. I don't know what else to say other than just to do it. Another thing to point out is that the length of your product does not really matter. A lot of people have asked how long an ebook needs to be... really, it just needs to be as long as it takes to provide the reader with the information that they're interested in.

The product that I'm talking about creating in this guide was roughly 10,000 words, but your product could be 2,000 or 20,000. It doesn't matter as long as the content is good.

After getting the ebook written, I went back through and proofread it and made corrections. This is something you could outsource to your significant other, child, or even hire someone on Craigslist or an outsourcing site somewhere to do it for you. I normally write in MS Word or Notepad. You don't want to offer an ebook in Word format because it can easily be edited and the content pirated, plus it's inconvenient for the end user. A PDF format is probably your best bet, and I've found a really simple and free way to easily convert a document to a PDF. Just download Open Office and open your Word document in the Open Office Writer program.

There is actually a button that will automatically convert the document into a PDF. It's as simple as clicking the button and saving the document. Keep in mind you can't edit the PDF unless you have the paid version of Adobe Acrobat, so make sure you've got all of your edits made, otherwise you'll have to convert the Word doc again after making additional edits in Word/Open Office Writer.

So, now I had the content of my ebook, and I was ready to sell it.

Marketing My Product

Marketing the product is tough for most people. Where do you sell it?

I've been a member of a forum of internet marketers called the Warrior Forum for a while. I knew that there were several people on that forum that would be interested in a business opportunity product like mine. This is something that we'll talk about in a later chapter, but it will make selling your product so much easier if you have an audience of "hungry buyers." If you can find people that are looking for answers to a problem and you provide the solution, it makes things really easy.

Well in this case, I was providing a solid business plan to people that were looking for an opportunity that could easily be acted on without a large investment.

I think forums are a great starting place to market your product. There's a forum for virtually every product out there. Many forums offer a section where you can sell your product. Some charge a nominal fee and others will let you do this for free.

The Warrior Forum has a section called the Warrior Special Offers section or WSO section that will allow you to sell a product and list it for a nominal fee of just \$20. Not bad at all.

There are a lot of other ways to promote and sell your products, but for now, I'm just telling you what I did to make \$7761.30 in 33 days.

So, now I've got my product and a place to sell it...

So, what's next?

Good Sales Copy

It takes good sales copy to successfully sell a product. Whether you end up listing the product on a forum or elsewhere you have to sell it. So, now that I had my product ready to go, it was time to create the sales copy.

You're going to need good sales copy to sell your product. While I believe a good sales letter is incredibly important, I firmly believe that your primary focus when creating a product should be creating a solid offer that truly over-delivers to your target market. The best sales copy in the world can't fix a bad product, but mediocre or in some cases even poor sales copy will still sell a great, "no-brainer" offer.

You have a couple of options when it comes to getting your sales letter done. You can either write it yourself or outsource it. If you choose to outsource it, you'll want to look for a copywriter with good reviews. One of the best places to find a copywriter is on the Warrior Forum in the WSO or the Warriors for Hire section.

Occasionally, you will find copywriters running specials on their copywriting services for as little as \$97-\$297 for a sales letter (which is a bargain, because some copywriters charge \$x,xxx to \$xx,xxx for a good sales letter). Granted, you're not going to get top quality at \$97 in most cases when it comes to sales copy, but remember, you're going to be over-delivering from a product stand-point and really making the offer a no-brainer. The sales letter doesn't have to be perfect at this point.

If you decide to write your own sales letter, the first thing you'll want to do is to make sure you identify your target market. The more targeted your sales letter is to the group that your product will appeal to, the better your conversions will be. Once you've determined exactly who your target market is, you need to present your offer clearly to your audience, and I believe one of the best ways to do this is to tell a story. People love to read stories, and people also love to buy from people that are like them. If you can relate to your readers and have them feel like they are in the same shoes as you, it will improve your conversions considerably.

I'm not a hypey copywriter, and depending on your target audience, too much hype can definitely hurt your sales. Throughout the sales copy, you need to keep WIIFM in mind... if you're not familiar with the term that stands for "What's In It For Me". The whole point of your sales letter is to explain what is in it for your readers and why they should buy your product now.

Some additional things to be mindful of when writing copy is to make sure you're not just listing features of your product. You want to explain a benefit to the reader (remember WIIFM) when discussing features. An example of a benefit would be "saving time so you can spend more time with your family" or "making more money so you can live the stress-free life that you deserve and do the things you've always wanted to do like traveling or playing golf". Paint an image in their mind with your words.

A simple exercise that works well for me when I start a sales letter is to open up Notepad on your computer or get out the old pen and paper and just start listing as many of the features of your product as you can think of. Try to come up with 20 or more. Do the same thing for the benefits of your product to the prospect. List everything that comes to your mind.

Once you have these, you can simply clean these up, tell a bit of a story to frame the problem and why your product is the solution, use the features and benefits lists you made as your bullet points, and then add a call to action.

The call to action is probably one of the most important components of the sales letter. One of the easiest ways to write a compelling call to action is to give the reader a value comparison to show them how hard, expensive, time consuming, etc. it would be if they were to try to “do it on their own”. This type of value comparison helps to make your product that “no-brainer” solution I keep referring to.

You want the perceived value of your product to be greater than the price you’re asking for it. If the perceived value is higher than the price, you’ve got a sale. Think of it like a seesaw with the price on one end and the perceived value (what the reader thinks its worth) on the other end. As long as your price is on the low end of the seesaw, you’ve done your job.

Putting It All Together

So, now I had my:

- Sales copy
- My product
- And a place to sell it

One of the rules of the Warrior Forum is the product has to be a special offer to Warriors. So, I decided to create a simple one page site so the product would be available to the general public at a higher price. I'm not very savvy when it comes to creating graphics. I outsourced the design of the website by finding a designer on the Digital Point Forum.

Here are some other resources for finding good site designers:

- [Odesk](#)
- [Warriors for hire](#)
- [Guru](#)
- [Get a freelancer](#)

I ended up paying just under \$50 to have my one page site created. I had the sales letter added to the site and I was all set. The designer also created an ebook cover for me. This is not mandatory, but it can help sales. This was included in the price of the design, so it worked out well. I think people like to see what they’re buying, so if you're selling an ebook, having an ebook cover makes it more real for them.

Product Delivery and Payment Processing

Now, I needed to configure a way to deliver my product. People desire instant gratification. If they click the payment link on your site or on your sales thread and they don't get the product immediately by email, you're going to have some angry people and possibly some refund requests. Not to mention that manually delivering a product is a hassle and not a good way to build a passive business. There are easier ways.

I decided to use [ejunkie](#). It's really cheap (\$5/month) to start and they offer a free trial period, so you can literally pay the \$5 fee out of sales from your product if you're a little strapped for cash. There are other, more expensive ways to handle delivery of products, but on this one, I just opted for ejunkie since this was only my second time releasing a product.

You'll also need a PayPal account to accept payments. You could use other types of merchant accounts but PayPal is the easiest and what I used on this product because it integrates well with ejunkie. I also believe that most people see their PayPal money as almost like "play" money. Spending money with PayPal doesn't seem as real as whipping out a credit card and inputting the numbers.

Now, not all people have PayPal accounts, but you can accept credit card payments from people that don't have PayPal accounts as well which is nice. If someone doesn't have a PayPal account, it will prompt them to enter their credit card info or sign up for a PayPal account. PayPal is super convenient.

Integrating PayPal with ejunkie only took me a few minutes. I essentially just had to enter my PayPal email address, upload the product file, and then ejunkie was ready to go. I got a code from ejunkie that I just needed to input into my sales letter, and I was ready to take payments.

I Finally Started Building a List...

Something else that I did that has made my future product releases more successful is to capture information from my buyers and add them to my email list. This is relatively easy to setup, and I used Aweber to do this. So now when anyone bought my product, they were given the chance to opt-in to my email list to receive product updates. This also allowed me to email my list about related products in the future. I highly encourage you get setup with a service like Aweber (they have fantastic training videos... it's a breeze). It's inexpensive and list-building is the best way to build a long-term online business. Instead of trying to find a place to sell your products in the future, you can just send a blast to your list and essentially make money on-demand. If you want to learn more about list-building, I highly encourage you to [check this out](#).

But, keep in mind, at the time, I had no list for the product I was selling. So, don't think I made thousands of dollars by blasting an email list. Thankfully, I was prudent enough to start building my list with this product, but an email list had nothing to do with making \$7,761.30 in 33 days. If I would have

had a list, I probably could have made twice what I made, so I definitely think you should start building a list when you launch your first product if you haven't launched any of your own products. If you have launched a product and you haven't started building a list, do it on your next product!

Building Trust/Social Proof

So, now I was ready to list my product on the Warrior Forum. Keep in mind, this was my first time to list a product for sale on the Warrior Forum. At that time, most people on the forum didn't have a clue who I was, so it was crucial to get some positive feedback on my product to build trust.

I approached a few forum members that had been members for a while, had a lot of posts, and were respected on the forum. I asked them to provide an unbiased review and gave them a free copy of my product. Don't be stingy on this. A big component of making sales is "social proof".

Testimonials from others are a great way to get other people to buy what you're offering. It doesn't matter what you're selling... people never like to be the first one to try something. Remember this! They want to know that someone else has bought, and has had a positive experience.

Ka-Ching!

So, after getting a few positive testimonials on the sales thread, I started watching sales come in. Watching your PayPal account fill up with cash is an incredibly gratifying feeling. I initially priced my product at \$7 and ended up increasing the price to \$27 over the course of a couple of weeks. Looking back, I would have started the product at a higher price, but being a virtual nobody in the internet marketing world at that time, I was gun-shy.

I will tell you when you're looking at a pricing strategy that starting in the \$7-\$10 is a pretty easy decision for most people. If you explain what you're offering well in your sales letter, then you shouldn't have a problem getting sales. Charging \$27-\$37 for an ebook is definitely not out of the question though. I've paid much more for an ebook than even \$37 before.

As far as pricing, you'll just have to experiment. Keep in mind, I didn't have a clue where to price my product, but I just picked a pricing model and went with it. I hope you're getting the drift that I just took action and ended up making a lot of money and also learning a lot. You won't get everything perfect on your first product... you just won't. But if you do what I'm laying out in this guide, you'll make money. In my live training course, I'll talk more about deciding on how to price your products. To learn more about the course, [check it out here](#).

Just Do It!

Most people fail because they overthink things. They want everything to be 100% perfect before they do anything. Don't be one of these people. Things don't have to be perfect. Sure, you want to make a plan and work smarter instead of harder, but sometimes you just have to roll up the sleeves and dive in. I didn't know what to expect with this product. I hoped to make some money, but knew I might make very little.

Customer Service Is Important

So, now that I had sales rolling in, I was sure to respond to emails as promptly as possible. Sometimes people won't get the download link or will have a problem with something "tech" related. Normally you can resolve these issues easily, but just make sure you respond as quickly as possible. People can get impatient sometimes. I guarantee anyone that emails me that I will respond within 24 hours. I think this is reasonable. I had a few tech issues to resolve with this product, but nothing major.

So, let's talk refunds. You should be offering a refund provision on your info products. You will gain some people that are on the fence by offering a refund. You will always get refunds even if your product is the best product out there. Some people are scammers and just trying to get something for nothing, and others may legitimately not like the product. I had very few refunds on this product because I answered customers' emails quickly and the product was really good. If you have a good product and offer good customer service, your refund requests will be low.

When you do get a refund request, just process the refund and move on. Don't get your feelings hurt or argue with someone. I can honestly say I got my feelings hurt a little when I got my first refund request, but it is what it is. Just expect refunds here and there. Now, if your refund request rates are higher than 10%, you need to look at your product and your pricing. Maybe your product needs more information or maybe your price is too high for the information you're providing. Just keep an eye on your refund rates and the reason people are requesting a refund and you'll be fine.

When everything was said and done, after 30 days I had done around \$2,800 in sales on the Warrior Forum. Keep in mind that this was with no list, no prior history of selling anything on the Warrior Forum, and no affiliates or joint venture partners promoting my product. This was all me and I was just promoting this on a forum thread. Pretty cool!

Toward the end of the month, sales started to slow down a bit which is to be expected with selling on a forum. I had a couple of options... take this product and find some other ways to promote it, or I could sell the rights to the product. I already had the site setup if you recall from an earlier chapter, so I thought about finding some affiliates and going that route. But, at that point I wasn't experienced with recruiting affiliates, JV partners, and doing all of that. I also had some other business interests and decided to "flip" the site and the product to make a nice lump sum of cash.

My Exit Strategy

I went over to Flippa which is probably one of the best places to buy and sell websites. If you have some revenue proof (which I had), you can do quite well. The one thing working against me was the age of the site, but the product was solid and the sales volume was pretty good. When writing your listing on Flippa, just tell the potential buyer everything you can think of.

Describe the product, how you marketed it, why you're selling, and why it's a good investment. It does cost \$19 to list a site on Flippa, but I thought it was worth the investment. In order to preserve the integrity and value of the product, I didn't make the product available for anyone to download. When I had a serious inquiry (you'll receive several via email/private message), I would forward them a review copy of the product. You can't be stingy here. For best results, list your auction with a low starting bid and a reserve price. I didn't really know what to list mine at, so I looked at what other similar sites were selling for. Keep in mind, you're selling a website, with revenue, and rights to an exclusive product. If you've had some sales, getting at least \$800-\$1,200 should be the minimum amount you shoot for.

I had made almost \$3,000 in a month, so I was hoping to get 2-3 times my revenue. My first auction failed and the top bid was only for \$1,500. The biggest problem with Flippa is exposure. Sometimes not enough people see your listing. The longer you have the listing up, the better. I initially did a short, 7-day auction. You can go much longer than that, but you will often find people don't really start bidding until the last day or two. Since I wasn't willing to sell for \$1,500 and my reserve was higher, I relisted and ended up selling after another 7-day auction for \$4,900. I assumed the buyer didn't see my auction the first time around, so you have to consider that. Longer auctions work better if you're selling your site on Flippa in many cases so more "eyes" have a chance to see your listing.

Because of how much value I crammed into that product, the buyer got a fantastic deal. I really think I could have gotten double that if I would have listed my auction longer, done some promotion outside of Flippa, and received more exposure. You can also pay upgrades to Flippa to get your auction on the first page and get bold text, etc. It's kind of like eBay if you're familiar with how auctions work there.

A big Flippa tip is to offer to pay the entire selling fee or to split it. They have what they call a success fee which is 5% of the selling price. Pretty steep, but if you're willing to absorb it, you'll get more sellers willing to pay higher prices because they're not thinking about having to come out of pocket for that success fee. On this listing, I offered to pay the entire thing.

So, that's exactly how I made \$7,761.30 in 33 days. I know on the surface this may look like a lot of work, and it was to an extent. I probably put a total of 40 hours or so into this project. Would you spend 40 hours to make \$7,000? I know those numbers look pretty good to me. Even if I had put 100 hours into this project, I would have still made a rather nice hourly wage. To learn more about this process in-depth, [checkout my live training course](#).

My Regrets

Although I considered this my first highly successful product, I definitely have some regrets.

- Looking back, I should have charged more money for the product. I believe I would have been more successful if I had started the pricing at \$17 or \$27 from the get-go.
- I think I could have sold the rights for a lot more if I had done a longer auction on Flippa and done a little more promotion.
- Knowing what I know today about list-building, JV partners, and affiliates, I would have not sold the site on Flippa. I could have found some people to do ad swaps with on the Warrior Forum, created a mini giveaway product, and then had this product as an upsell. There are plenty of internet marketers looking to give out quality content, and this is just one method of promotion that I could have taken advantage of.
- I also could have raised the price to \$57 or \$67 and offered a lucrative 50-75% commission to affiliates and JV partners and had them out promoting the product.

But, as you can see, I learned A LOT on this product and made a nice chunk of money. Imagine if you could put out several products per year and do this. It's really not that hard and just takes a little effort. Wants you do it once, it just gets easier and easier. Things really start to make sense and the light bulb goes on. I can honestly say that this product was my internet marketing light bulb moment. Terms like JV partners, list-building, product creation, etc. always seemed daunting to me and a little over my head. Like anything else, the more you immerse yourself, the easier it all becomes.

What If I Don't Have Any Product Ideas?

Now, I know some of you are probably thinking, that this really sounds great, but you don't have a product idea.

While I think ebooks and short reports are great ways to start in the area of product creation, there are so many possibilities. Really the sky is the limit, but here are few other types products you can create to give you some ideas:

- Audio Series
- Video Series
- Website templates
- Wordpress themes
- Software
- Physical products such as books or DVDs
- Training courses

You're only limited by your own imagination on what you can create. In addition to the many examples I've listed above, you can also offer various types of resell rights and private label rights to virtually any of the product types I've mentioned to make even more money.

Regardless of the type of product you decide to create, the most important thing to keep in mind with product creation is to create a product that people will want to buy.

Your product needs to be something that's in demand or it won't do well... Bottom line.

Finding a Hungry Market

The first step in product creation is to do a bit of research and to find a "hungry market". I like to start my research with online forums. If you want to offer a product to insurance agents, start with a Google search for "insurance agent forum". If you want to target internet marketers, do a search for "internet marketing forum".

When you determine which forums are going to have the most relevant information, you're going to be looking to answer the following questions:

- What are my prospects already buying?
- What are their problems and fears, and how can I provide a solution?
- Is there anything they are buying that I can improve upon?
- In other words, a product that is in demand that I can offer at a lower price or a higher quality (or both).
- What's important to them?

If you go in with the mindset of answering these questions, you should be able to easily create a list of potential products. If you can't come up with a list after 15-20 minutes of forum research, you may need to look at a different niche or group of potential buyers. Some niches just don't have any "hungry buyers" that will exchange their money for information... it is what it is... move on.

When determining what to offer, even if the product is not something you have the expertise or know how to create, if you think it answers the questions above, you should consider adding it to the list.

I know this goes against the grain, but don't over-think the research phase of product creation. This is where many people get bogged down with details and never take any action because they are over-analyzing at this stage.

In my opinion, you'd be better off creating a product that flops than never creating a product at all. At least you will learn something from the flopped product, and you can do better the next time around. I know it's cliché and you've heard it before, but just do this. It's not as hard as you think. There's no magic bullet or perfect niche. In many cases you'll get started on a product and hit a roadblock. These

are learning experiences and all successful business people have run into some level of adversity. I welcome it!

Getting off the soap box of taking action, here are some additional resources for product research:

- Trade magazines – Look at what’s being sold in various niches and uncover what’s important to that niche
- 43things.com – Great resource to find what’s hot at the moment and what interests and is important to multiple people
- Yahoo Answers – Q&A forum. Lots of buying questions... (I want..., I need..., How do I..., etc.)
- Clickbank – Huge marketplace of information products. Great for product ideas. See what’s selling and think of ways you can improve successful products.
- Paydotcom – Same as above
- Google Trends – Find current Google search trends; My least favorite research method, but if you spend some time looking at Google Trends, you’ll find some “hungry buyers”
- Niche Forums – Like Yahoo Answers, there are a lot of buying questions that can give you clues on what to offer within that niche One of my favorite in the above list is 43things.com. I’m currently working on a product that originated from 43things.com. Simply go to the site, write down the text that’s the largest (larger text means that more people are interested in that topic), and make a list of 20 things.

Take the subject that’s coming up the most frequently and run with it. Make sure and spin your product around solving a problem within this particular niche. It works incredibly well. Yahoo Answers is another great resource that I love to use when researching product ideas. People are literally asking other people to solve their problems. Look for trends or questions that you see coming up frequently.

Give yourself 1-2 hours for research. Pretend like there is a gun to your head and you must have a product idea to run with within this time frame. It’s amazing how fast and efficiently you will work when you have a deadline.

Once you have an idea of the niche and product you’re going to create, it’s important to organize your thoughts. The first thing you need to do is get away from your computer, grab a pen and paper, and sit down in a quiet place.

At this point, you’re going to do something called brainstorming... which in my opinion is something that many of us do too little of. There’s just something freeing about getting away from the computer screen, and my mind really starts to get going when I just let it wonder.

You don’t have to spend an eternity doing this, but spend 30-60 minutes. During this brainstorming session, be mindful of what’s important to your target niche and areas that you can provide solutions to their problems. Write down anything that comes to your mind; even if it seems pointless or stupid. Trust me it works.

Brainstorming... The Easy Way

After you've spent some time brainstorming, go back to your computer and download this program:

[Freemind](#)

It's a mind mapping software and it makes product creation so incredibly easy. I've recently fallen in love with mind-mapping my ideas and it is almost as freeing as a brainstorming session away from your computer. This is where you take the jumble of ideas you've scribbled on your paper and make sense of them. The objective is to list what you're going to need to get done to get the product from idea to completion.

Just keep it simple.

List exactly what the product is going to do for your target market, what you're going to offer, and break it down into small pieces. Remember, this is for your reference; no one is ever going to see your mind map, so if there's something that you think will help you out, put it on the mind map.

I've included a short video detailing how to use the Free Mind software. The video is intended to show you how to be as effective as possible with the software but to also give you some ideas on how I organize my thoughts. This is just a guide, and if you don't build your mind map exactly the way I do, that's fine. It's just important that you do it... Heck, I've even created mind maps using a pen and a piece of paper. It's great and I think you'll get a lot out of it.

What If I Don't Like To Write?

So, the next big thing that comes up is maybe you don't like to write or don't want to create your own product. That's ok. It can all be outsourced. I recently created a very successful product and outsourced almost everything pertaining to the creation of the product. It can be done quite easily and affordably.

Ok, so now that you have an idea of who you're offering your product to, and what you're going to be offering, it's time to get started on the creation of the product. This is where you will discover that the options of what you can create are really only limited to your own imagination. I recently released a great product that focused on the "offline consulting" niche, which is something I have great interest in.

When I started offering marketing consulting services to small business owners, I was a little slow getting started because I felt like I needed a web presence before I could legitimately give internet marketing advice. This caused me to go into "analysis paralysis" mode and prevented me from taking action and making money.

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I determined this was a common problem in that particular niche, and decided that it would be great if I could create an easy to use website template that offline consultants could use to get going quickly.

I decided that many people would prefer a template based on Wordpress due to the ease of installation and customization.

In addition, I wanted to offer some visually impressive videos with a call to action that could be placed on the homepage of the website to increase opt-in conversions of visitors that would be visiting the consultant's websites. Now, I have a bit of experience with video, but the type of video I wanted to create would require the use of Adobe After Effects.

Now, I had a couple of problems here...

First, I didn't have a clue about how to create a Wordpress theme. I know enough HTML and CSS to get me in trouble, but when it comes to creating a full-blown custom design on my own, there was no way I could do it.

The other problem was I don't own After Effects or know how to use it...

So, instead of dismissing the idea of creating the product, I decided to find people that did know how to do the things I required to complete the project and essentially outsource those components of the project.

Outsource Your Way to Profits

If you've ever outsourced anything before, you may be familiar with the following resources:

- Odesk
- Digital Point Forums
- Warriors For Hire (Warrior Forum)
- Elance

I've used Odesk and Digital Point Forums extensively for a number of projects and been extremely pleased with the price and the results. In the next section, I'm going to give you some of the things to watch out for with outsourcing and some helpful advice on how to keep your project moving quickly and within your budget.

(As a side note, I will say that you will need to have a little bit of cash on hand to successfully outsource part or all of your product creation. I'm going to show you how to do it for an extremely reasonable amount of money, but if you don't have the funds to outsource, I highly encourage you to continue reading this report. Much of the information in the upcoming chapters will benefit you even if you opt to create a product without outsourcing)

One of the biggest downsides to outsourcing is the risk of getting scammed out of money. If you're going to be outsourcing your project, you want to make sure you use someone that has feedback from others regardless of the venue that you choose to locate an outsourced contractor.

Depending on the work that's being done, you should also avoid paying the full amount of the project upfront. If you find someone to work on your project from a forum, you have to be especially careful about this. Try to use someone that has a decent post count, has some feedback from other forum members, and has been a member for more than a month or two. In other words, find someone that would likely not put their reputation on the line.

If you have a good reputation on a forum, in many cases, you can pay for the work at completion. If you're in a position where you're relatively new, and it appears your contractor has a solid reputation, you should try to pay no more than 50% upfront and 50% at the completion of the project.

This not only protects you if things go south, but it gives your contractor incentive to finish the project and finish it well so they can receive the other 50%.

My Outsourcing Tips and Tricks

If you just want to avoid this headache entirely, one of the resources I use extremely heavily is Odesk. Odesk handles the payments to prevent issues of getting stuck paying for work that's not completed. It also protects the contractors from not getting paid for work that is completed.

Basically, Odesk takes 10% for this service, and it's well worth it. For example, if you have a contractor that you are going to pay \$5/hour, then Odesk will take \$.50 of this for every hour worked and the contractor will effectively receive \$4.50 per hour.

There are a couple of other nice things about Odesk that make it a great place to outsource your product creation work. You have the ability to pay your contractors either hourly or a lump-sum amount for the entire job. It's based on an auction style format where people can bid below or above the price you'd like to pay for the work.

You'll be able to review past work the contractor has done, interview the various applications, and ultimately decide who you hire to handle the job at hand.

It really is a buyer's market on Odesk, which means you can find quality work for an extremely reasonable price. Many of the people on Odesk are located in the Philippines, Malaysia, and India. In many of these countries wages are very low, and these people can actually make more working on Odesk for what may seem like very low wages to many of us, than what they could otherwise make.

If you hire someone on an hourly basis, you will get a report for the hours worked during a Monday through Sunday workweek. Once you get that report, you can actually see screen shots based on

roughly 10-minute intervals of what the contractor was working on. You'll also be able to see how many keystrokes and mouse clicks occurred during each 10-minute interval.

If you notice that your contractor was not working on your project or something fishy comes up, you can dispute the hours worked. You're not billed for hours worked until the Thursday following the week in which the work was performed. This is GREAT for cash flow and confirming that the work was done correctly. This is one of the many reasons why I like Odesk.

If you opt to pay a flat amount for a job, you will not have the ability to see the screen shots of your contractor working, but payment terms are negotiable and are still processed through Odesk for everyone's safety. The same thing goes here as I mentioned about finding workers on forums. Ideally, you should pay no more than 50% upfront. On projects that I've paid a flat fee for on Odesk, I've always negotiated paying at completion.

Another important thing to consider when looking for someone to outsource your project to is the ability to speak your native language well, which for many is going to be English. English speaking is the number one requirement when I'm outsourcing work.

I'm not doing this to be mean or rude, but if I can't communicate with the person whose working on my project, then there is no way for me to give the guidance necessary for the project to go smoothly and turn out how I want it to turn out. Even if you have to pay a little higher rate, it's well worth it to find someone that speaks English fluently. If you think about it, in the long run, you will save money because things will be completed right the first time.

The biggest issue I've had with outsourcing projects is having the project stretch on much longer than I intended. In order to combat this, you should require your outsourced contractor to report in with progress on a daily basis. This reporting can be done via email or phone, and really can be a bit on the micromanaging side, but in the beginning, it's imperative. If someone doesn't report in, I normally give a little leniency if it's a one-time thing, but if it is something that is consistently becoming a problem, it's best to move on to a new contractor.

There are plenty of people that would love the opportunity to work on a project for you. You're in control and you have the upper-hand. Even if you're utilizing outsourced contractors for a one-time, small project, if you treat it like a business, you'll have success and save time and money with outsourcing.

Your outsourced contractors are part of your team, but ultimately, remember that it's your name that's going on the product. The worst thing you can do is get a reputation for creating or offering lousy products. If you're having anything creative done, make sure it looks nice.

If you're outsourcing writing, spend a few minutes going over it to check for errors. Make small changes to the text to add your personal touch to it to make your personality shine through.

For things like software applications or website templates, make sure that you thoroughly test for bugs. If people start using your software and it doesn't work as you have advertised, you're going to be very busy processing refunds.

The bottom line is you can save a ton of time and effort by outsourcing some or all of your product creation, but I will stress again that you must treat it like a business.

You're the boss and you're responsible for quality control. Think about a company like Intel (or any other large corporation for that matter). The CEO is not out in the factory building the chips, but if there are issues, it all goes uphill to the person in charge and he's responsible. Have the same mindset with your product creation business and you will do extremely well. To learn more about outsourcing your product creation, [check this out](#).

Strengths and Weaknesses

I hope you can see that creating and selling your own products is not rocket science. You just have to jump in and do it. Most, if not all, of your project can be outsourced easily. Let's face it... we're not all writers, graphic designers, coders, etc. We all have our strengths and our weaknesses.

If your strength is not writing sales copy, you're probably better off outsourcing it than buying course after course trying to improve your skills. It's time consuming and can cost you more in the long-run to do it yourself. And the same thing goes for virtually any component of product creation. If you don't want to do it or don't know how... there is someone else that does, and I've given you some resources to do these things at a very reasonable price.

Summing It All Up...

If you want the abbreviated version of everything I've discussed in this report, here you go:

- Find something you're interested in
- Brainstorm and decide what you're going to offer and to whom
- Outsource what you don't want to do or can't do
- Launch your product on a relevant forum
- Get testimonials and reviews
- Build a list
- Monetize in any of the other ways I've mentioned
- Rinse and repeat

I wish the best of success in all of your endeavors. If you have any questions about anything within this report, don't hesitate to send me an email.

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Wishing you success!

Joshua Hayes