

24

HOUR

PRODUCT CREATION

Creating a Profitable Product
Doesn't Need To Take Long

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Introduction

Creating a profitable product doesn't need to take long. Even if you don't have a lick of experience, you only need to do about 24 hours worth of work to go from brainstorming an idea to a slide-share video and manuscript. And as you gain experience, you'll be able to step through this process even faster!

Let me make a quick note here: when I say 24 hours, I don't mean 24 hours from now. I expect you'll break up your actual working hours over at least two or three days or so.

So what should you do during each of those 24 hours?

The answer to that lies inside this report. Over the next several pages you'll get an exact step-by-step plan that will walk you through each task you need to do to go from product idea to product completion.

So without further ado, here's your 24 hour product-creation planner, where you'll find out how to create a product that includes a slide-show video and report. Take a look...

Hour 1: Determine the Topic Of Your Product

The best way to pick a topic is to find out what's already selling in your niche and/or what sorts of topics are popular. Then you can create something similar (yet better).

Here's how to find out what's popular:

- Check popular marketplaces such as JVZoo.com, Clickbank.com and Amazon.com. Just search for your niche keywords (such as "organic gardening") and take note of the top sellers.
- Search for your keywords in Google. Then check out what the top sites in your niche are selling.
- Browse blogs, forums and social media groups in your niche. See which topics keep coming up again and again. Also take note of which topics tend to get a lot of views and responses.

- Use a keyword tool such as MarketSamurai.com. Enter your broad keywords, and then scan the results to find out what people in your niche are looking for.
- Ask your market. Do a simple survey to learn more about your market's problems and what sorts of solutions they want.

If you go through all these steps, then you'll have a good idea of exactly what's popular and what's selling. This is the type of product you'll want to create too.

TIP: The key to read the top sellers and determine their strengths and weaknesses. Your product should retain those strengths while improving on the weaknesses.

For example, if the strength of a dog training guide is that it shows example schedules for taking a puppy outside, then you should include example schedules in your product too.

If a weakness of a bestselling guide is that it doesn't explain the right way to choose a training crate, then your product will improve on this by offering these instructions as well as product recommendations.

Next up...

Hour 2: Choose A Title For Your Product

Some people are going to decide whether to purchase your product just based on the strength of your title. That's why we're devoting a full hour to brainstorming the perfect title and subtitle.

Keep these tips in mind:

- Provide a benefit. The title and/or subtitle should let prospective buyers know the benefit of your product. Consider this classic book as an example: "How to Win Friends And Influence People." There are two benefits right in the title.
- Arouse curiosity if possible. A good way to do that is to use a word like "secrets" (e.g., "The Secrets of Getting All the Traffic You Want").

- Use trigger words. These include words such as: you, how to, secrets, revealed, discover, amazing, revolutionary.
- Consider combining words to create a new word. This is one of my favorite ways to create a title such as “Earncome” (which is a combination of “earn” and “income”).

Now let me share with you a few templates you can use to start brainstorming your own titles and subtitles:

- How To [Get Some Benefit]. E.G., “How to Lose 10 Pounds Without Exercising”
- The Secrets of [Getting Some Benefit]. E.G., “The Secrets of Retiring With a Million Dollars In The Bank”
- The Cold, Hard Truth About [Some Topic]. E.G., “The Cold Hard Truth About Social Media Marketing”
- What Your [Person] Doesn’t Want You To Know About [Some Topic]. E.G., “what Your Beautician Doesn’t Want You To Know About Hair Extensions.”
- What Every [Type of Person] Ought to Know About [Some Topic]. E.G., “What Every Bodybuilder Ought to Know About Getting Big Quads.”
- The Quick and Easy Way to [Get Some Benefit]. E.G., “The Quick and Easy Way to Get Rid of Aphids”

Those templates will give you a good start. Now spend the next hour brainstorming your own title. You may want to go to Amazon and browse bestsellers in your niche for inspiration.

Next up...

Hour 3: Register The Matching Domain Name and Secure Hosting

Your next stop is to go to a trusted domain registrar such as NameCheap.com to register your domain. Here are two tips:

- Buy a .com. Most people still think of domain names as .com names, so don't bother with .info, .biz or similar names.
- Get three extensions. You might consider purchasing the three most popular extensions for your name, which includes .com, .net and .org. That way, your shady competitors won't set up shop under a legit extension (.net or .org) and pretend to be associated with you.
- Make it short and memorable. My domain name at Earncome.com is a good example of a short, memorable and highly brandable name.

Finally, you'll need webhosting through a company such as HostGator.com (or your favorite host). Be sure to change the DNS (domain name servers) in your domain name dashboard so that your domain points to your location at your new host.

Next up...

Hour 4: Research Ideas To Include In Your Product

Now it's time to figure out what all topics your product is going to include. Here's how to kick off this research:

- Check the table of contents (TOC) of popular products. You're not going to copy these products, but you do want to check the TOC to see what all topics they include.
- Return to the blogs, forums and Facebook groups. Check what all sorts of information people offer when they answer a related question. Also, take note of what people are repeatedly asking about in relation to your topic, as that will tell you it may be something worth including in your product.

For example, maybe you're writing a report about bodybuilding nutrition. And perhaps you see repeated questions about exactly how many calories someone should eat. You'll want to include a formula that people can use to determine the answer for their weight, height and activity.

- Ask your market. Find out what other products are lacking and what topics they really want to know about.
- Check product reviews. This will also tell you what your prospects feel is lacking in the current solutions out on the market.

So once again, the idea here is to be sure your product is better than the current solutions on the market by improving on their weaknesses.

NOTE: If you need to research information about your topic, be sure that you're only going to reputable sources. Reputable sources include scholarly papers (check Google Scholar), established news sites (like the BBC), university sites (as long as the information is coming from the departments and not random students), and other authority/expert sites.

Next...

Hour 5: Brainstorm Other Ideas For Possible Inclusion

Your hour of research should have given you a really good idea of what all to include in your product. Now it's time for you to sit down and brainstorm other ideas for possible inclusion.

Ask yourself these questions:

- Is there an easier way to get good results?
- Is there a faster way to get good results?
- What sorts of twists can you offer on the old standby methods in your niche?
- What sorts of examples can you include to make the concepts easier to understand?
- What additional tips can you offer to make it easier for your customers to achieve their goals?
- Can you offer any additional materials such as a checklist or worksheet?

- What types of graphics can you include in your report? This includes charts, tables, infographics, mind maps, photographs, screenshots and similar items.

Now let's take all this information and arrange it...

Hour 6: Arrange Your Ideas Into a Workable Outline

Your outline will include an introduction, a conclusion, and then the body of your report. There are two ways to arrange your outline:

First method: Sequentially. This is chronological, "step by step" order. This is the preferred method for a "how to" report. Your outline will look something like this:

- A. Introduction
- B. Step 1
 - How to do Step 1
 - Tips and examples
- C. Step 2
 - How to do Step 2
 - Tips and examples
- D. Step 3
 - How to do Step 2
 - Tips and examples
- E. Conclusion

Second method: Systematically. This is where you group topics together by some other logical relationship. For example, you may arrange your topics in order from beginner to intermediate to expert level. Be sure to include plenty of tips and examples for each topic. For example:

- A. Introduction
- B. Beginner Topic

1. Explanation of topic.
2. Examples.
3. Tips.

C. Intermediate Topic

1. Explanation of topic.
2. Examples.
3. Tips.

D. Advanced Topic

1. Explanation of topic.
2. Examples.
3. Tips.

E. Conclusion

In order to prepare for the next step, you'll also want to write down an estimate of approximately how many pages you'd like to write for each section. You won't necessarily split up each topic into an equal number of pages. Give the most important or complex topics more pages to fully explain them.

TIP: Aim for about 12 pages total, which will produce a 45-60 minute video.

Next...

Hour 7: Decide Upon A Goal Number Of Pages To Write, And Divide Into Three Assignments

What you're going to do is work for nine hours, which will be divided into three assignments. Your goal is write about 12 pages. That means you'll need to write four pages for each writing session (which is a very modest goal).

TIP: If you have graphics to create, you can split the time for creating these graphics among your writing assignment blocks as well as in Hour 22 where you'll be inserting these graphics.

If you need stock photos or graphics, check out a stock photo site like www.DepositPhotos.com.

If you can't create these graphics yourself, then use your time to find and hire a freelancer instead. If you need simple graphic, you may even find someone suitable on a site like www.fiverr.com to do it. Otherwise, try www.upwork.com or www.elance.com.

Next up...

**Hours 8-11: Complete Writing Assignment #1,
Hours 12-15: Complete Writing Assignment #2,
Hours 16-19: Complete Writing Assignment #3**

Now it's time to get down to the business of writing. If you created a detailed outline, then this is just a matter of working your way through your outline.

Here are tips to boost your productivity and come out with a better end product:

- Get rid of distractions. Shut off the phone, shut off the TV, close unnecessary browser windows, and ask your family or house mates not to disturb you.
- Do writing sprints. Some people find it easier to write if they set a timer for 20 minutes and work as quickly as they can until the timer goes off. Then take a two to five minute break, reset the timer, and do another sprint. You can get a lot done during every three-hour block.
- Close research windows before writing. It's a good idea to research things, but close those resources before you actually start writing. That way you don't accidentally make your content sound similar to someone else's content.

TIP: Use at least three or four different reputable resources when you research something. Again, using multiple sources helps ensure your content doesn't sound similar to anyone else's content.

Once your document is done, then move onto the next step...

Hour 20: Prepare Your Product Document

Once you've written the first draft, then you can prepare your document using these three additional steps:

- **Pad:** Here's where you add additional content to strengthen and improve your product. For example, if you discover that one of your instructions for completing a step isn't detailed enough, then you may add in extra instructions, tips and examples to make it as useful as possible for your readers.
- **Polish:** This is where you give the document itself a little spit and polish to make it shine. The idea here is to format it so that it's easy to read. For example, break a long paragraph up into a bulleted list.
- **Proofread:** Finally, give your document one final read to look for typos, factual errors and other problems.

TIP: You may wish to have someone else proofread your work, as they're more likely to catch errors.

Once your document is ready to go, then you're ready for the next step...

Hour 21: Package Your Product Document, Part 1 (Contents)

Your report itself is complete, but now you need to add a few pages to the package to complete the product. Here's an example of a way to arrange these pages:

- **Title page.** Includes your title, subtitle and author name.
- **Legal page.** This page includes your copyright information, information about piracy, and other legal issues.
- **Author page.** This is your author bio page, where you insert a few paragraphs about yourself. This bio should relate to your experience with the topic.
- **Special offer page.** Here's where you can insert a special offer for a related product.

- Product content. Next, you insert your product document.
- Resources page. At the end of the product you may include a list of useful resources. These may include your own products, other people's products (with affiliate links, where applicable), paid resources and free resources/

In the next hour you'll continue with packaging your document. Take a look...

Hour 22: Package Your Product Document, Part 2 (Cosmetics)

Now that you've put your product together, let's focus on the cosmetics. This may include:

- Header and footer. This may include information such as the product name, author name and the page number.
- Margins. Generally, an easy-to-read document includes 1" margins on the top, bottom, left and right.
- Fonts. While your document shouldn't look like a circus with a dozen different fonts, you may use two or three different fonts for the headlines, subheadlines and body text.
- Headlines. Insert headlines to break up sections and draw the reader's eyes back into the text. Headlines should be benefit driven, and when possible they should arouse curiosity. Be sure to put headlines in bold font.
- Indentations and boxes. These style elements can be used to separate out important pieces of text.
- Styles. You may use a document template to create a polished look.

TIP: Check your word processor for built-in templates. You might also search Google for additional templates. E.G., "Microsoft Word templates."

- Colors and highlights. Again, you don't want to go overboard with these elements, but you can emphasize certain parts of the text with different colored fonts and highlights.
- Graphics, screenshots and photographs. Use graphics to break up the text and to help illustrate concepts.

Once your document is complete, you have a product ready to go. But let's finish off by creating a slide-share video...

Hour 23: Create PowerPoint® To Match Main Points

You can use PowerPoint® or an alternative to create your slides, such as Prezi or PowToon. Here are tips for helping you create your slides:

- Pull out the main points and put on slides. You won't want text-heavy slides. Instead, put a couple of the main points you want to cover on each slide.
- Insert graphics. You use illustrations, screenshots, photographs, infographics, charts and other graphics to break up the text and provide visual interest.
- Be sure it's appealing. This means you add visual interest to each slide (such as a photo), plus you keep the slides moving to hold interest. You can add in extra effects such as fades to make it more visually interesting.

Once your slides are ready, you'll be ready to do the last step and the final hour...

Hour 24: Record a 60-Minute Screen Capture Video From the Manuscript

For this step, you'll need a couple tools:

- A quality mic so you can record narration. There's a good chance you already have a good mic that produces high-quality sound for recordings. If not, check out the Audio Technica line of mics.
- Screen recording and video editing software. A good option is Camtasia, which you can find at www.techsmith.com.

Now what you'll do is read your manuscript while flipping through your slide show presentation. Here are a few dos and don'ts to make this a good presentation:

- Do some practice runs. You want to be able to give the narration smoothly while flipping through your slides.
- Don't be a monotone. Offer some enthusiasm in your voice. Check the samples on a site like [Voices.com](https://www.voices.com) to see how the pros do it. (Or hire your own pro through the site.)
- Do edit the video. You don't have to do it 100% perfectly in one long take. You can start and stop your narration and slide show, and then piece the components together later. Just be sure that you have the mic the same distance away and that you talk in the same manner throughout the pieces so that they aren't markedly different.

Now let's wrap things up...

Conclusion

Boom! It only takes 24 hours of work, and at the end you'll have a one-hour video presentation product AND the manuscript. You can sell them together or sell them separately. You can even sell one of them (such as the manuscript) and offer the video product as an order-form upsell. It all depends on your needs.

So now that you know exactly what to do, the next step is to get started. Go back up to "Hour 1" and start working through the steps. Within a few days you too could have your own high-quality product read to sell!