



45 Ways to Transform

Content Into Information Products

CHEAT SHEET

45 Ways to Transform Content Into Information Products

*Transform/tran(t)s'form/
verb*

Make a thorough or dramatic change in the form, appearance, or character of.

In this case, this Cheat Sheet is a list of ways to transform (change) your one piece of content into something else. Whether you start with a blog post or an infographic, a bullet point of statistics or a video, it can be transformed into an information product that you can sell.

An Information Product is data and information structured in a specific format to instruct, educate or guide the consumer with the purpose to meet a predefined purpose.

The format can be written, audio, video or a combination of any of these.

A Great Info Product provides a process and tools for the customer to address a struggle, to transform from state A to state B.

Why transform a piece of content into an information product?

Two reasons:

1. To monetize
2. For marketing

Use this Cheat Sheet as an idea generator. Visit the links to see the “how to”.

Good luck and I wish you much success!

Charlene Burke



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1. Books

[Blog to Book Repurpose](#)

[Webinar: Discover the Book You've Already Written](#)

2. Mini-books (they don't all have to read like novels)

[How to Make a Pocket Sized Book](#)

[Make a Mini-Book Tutorial](#)

3. Booklets

[Booklet Printing in Word](#)

[How To Design Booklets](#)

4. Ebooks

[7 Steps to Repurpose Blog Content Into An Ebook](#)

[Writing Ebooks Using Recycled Blog Posts](#)

5. Special reports

[How to Write a Special Report](#)

[Create a Report with Canva](#)

6. White papers

[What Is A White Paper?](#)

[How to Create A White Paper](#)

7. Workbooks

For MAC: [How to Create Pretty Worksheets, Workbooks, and PDFs](#)

[How to Create Workbooks](#)

8. Worksheets

[How to Create Branded Worksheets Using Google Docs](#)

[Create Worksheets with Canva](#)

9. Templates

[Creating a Protected, Fillable Template in Word](#)

[Create Your Own Template in Office for Mac](#)

10. Resource lists

[Create and Promote a Link Worthy Resource List](#)

11. Database of resources

[How to Create a Resource Guide](#)

[Create a Resource Guide](#)

12. Spreadsheets

[Google Sheets](#)

[Excel Sheets](#)

13. Pre-formatted spreadsheet templates

[Excel Spreadsheet Templates](#)

[Google Docs and Spreadsheet Templates](#)

14. Charts/graphs

[Create a Chart](#)

[An Excel Chart in Word](#)

15. Checklists

[Create a Checklist with Excel](#)

[Create a Checklist with Google Docs](#)

16. Statistics

[Create a Graph](#)

17. Survey results

[Google Forms as a Survey Tool](#)

[The Best Online Survey Tools for 2019](#)

18. Case studies

[Creating a Great Case Study](#)

[How to Write a Powerful Case Study – with examples](#)

19. Interviews

[Automated transcription](#)

[If voice only, create a video of images](#)

20. Videos (full-length)

[Video creation for beginners](#)

[Turn your PowerPoint into a Video](#)

21. Video clips

[A Free Video Editor](#)

[The Best Cheap or Free Video Software](#)

22. Audio recordings

[Audacity – Free Open Source Audio Recording](#)

[Browser Based Voice Recorder](#)

[Free Online Voice Recorder](#)

23. Podcasts

[10 Podcast Tips](#)

[Free Podcast Course](#)

[Free Podcast Storage and Distribution - Spreaker](#)

24. Teleseminars

[How to Do a Teleseminar](#)

25. Teleseminar series

[How to Create a Successful Teleseminar Series](#)

26. Webinars

[10 Simple Steps to Create a Webinar](#)
[Create Killer Webinar Content](#)

27. Webinar series

[The Ultimate Guide to Webinars](#)

28. Transcripts

[Artificial Intelligence Does the Transcribing For You](#)
[People and AI Do the Transcribing for You](#)

29. Electronic newsletters

[How to Create a Newsletter in 2019](#)
[Free Newsletter Maker](#)

30. Print newsletters

[How to Create a Print Newsletter](#)
[Free Print Newsletter Templates](#)

31. Print magazines

[Make a Magazine](#)

32. Web-based magazines

[Free Digital Magazine Maker and Templates](#)
[Online Magazine Maker and Publishing Platform](#)

33. Comic strips

[How to Create a Comic Strip](#)
[Video: How to Create a Comic Strip with Google Slides](#)

34. Games

[How to Make a Video Game – No Coding Experience Needed](#)
[Create an Online Board Game](#)

35. Card decks

[Easy Online Game Cards Maker](#)
[Make a Deck of Cards from Scratch](#)

36. Short stories

[How to Write a Short Story in 7 Steps](#)
[Short Story Tips](#)

37. Online course

[How to Create an Online Course in 5 Easy Steps](#)

[How to Create an Online Course That Doesn't Suck](#)

38. Email autoresponder series

[Create an Effective Autoresponder Series](#)

[How to Write an Effective Autoresponder Series](#)

39. iPhone apps

[How to Make an App with No Programming Experience](#)

[The Free iPhone App Builder](#)

40. iPad apps

[The iPad App Builder](#)

[How to Make an App Tutorial](#)

41. Membership site

[How to Build a Membership Site in a Day](#)

[Software for Membership Sites](#)

42. Audio books

[How to Make an Audiobook](#)

[Another How to Make an Audiobook Guide](#)

43. Licensed content (articles, graphics, etc. that others can repurpose)

[Product Licensing Fact Sheet](#)

[4 Ways to License Your Info Marketing Product](#)

44. Virtual summit

[Create a Virtual Summit](#)

[A Step by Step Guide to Creating, Hosting, and Launching Your First Summit](#)

45. Bundles (collection of several items as listed above)

Resources

Tools you might want to use:

Video and Images

[Vidnami](#)

The first intelligent video creator that does all the hard work for you. Select a template, upload a script, select images, add video clips, add either music or voice over, publish. Download the mp4 video and audio and share, sell, use it as needed.

[Get Stencil](#)

Cheaper than Canva. Ridiculously simple image creation for social media marketers, bloggers, and small businesses.

[Snappa](#)

Whip up graphics for social media, ads, blogs, and more without Photoshop or graphic designers.

[Ecover Authority](#)

Create awesome 3D eCover graphics in just minutes with a few clicks.

Page Builders – for sales pages, download pages, funnels

[Click Funnels](#)

Because you decided you wanted to host everything yourself and build out a full funnel.

[Optimize Press](#)

Create landing pages, sales pages, blogs and membership sites on your website.

[Lead Pages](#)

Create landing pages with templates that have been proven to convert.

[Thrive Themes](#)

Because you decided you need a whole new website, you may as well use this theme because it has all that you will need to create a self-hosted website, landing pages, optin pages, and more.

Private Label Rights Content (PLR)

If you don't have your own content – then PLR is the way to get started.

[DIY PLR](#)

Various types of well-written content that can easily be transformed into an info product of your own.

[Content Sparks](#)

Ready-to-go, **premium** content for all your course creation and marketing needs. Just edit, put your logo/name on, and sell or use to market your business and get more clients.

[UsePLR](#)

How to use PLR effectively

[GrowPLR](#)

My PLR site offering article packs and videos.

Not enough resources for you? No worries, you're now on my list and will receive the occasional email that directs you to a new resource I'm using or find helpful.