

# Transform Your Content and Create Your Information Product

## GUIDE

### Marketing Overview

It is a process to allow an organization to focus resources on the greatest opportunities to increase sales and achieve the company's target. Marketing strategy's goal is to increase sales and achieve the advantage over other competitors. It includes short term and long term activities of marketing that has to do with the analysis of a company's situation and contribute to its objectives. The objectives will be based on how you gain sales by acquiring and keeping customers.

A marketing strategy helps convey effective messages with the right best of marketing approaches that will maximize your sales outcome and marketing activities.

Product Category	2016	2017
General Goods	+920.87	+7207.75
Health & Medical	+62.94	+239.74
Art Supply	+82.94	+920.82
Kids & Baby	+659.02	+7207.75
Kitchen wear	-229.00	+659.02

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# Transform Your Content and Create Your Information Product

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**The Question:** What is the most surefire path to earning a full-time income online?

**The Answer:** Product Creation.

There are many different ways to make money online, and each way can create a full-time income. And, each one of them comes with varying levels of risk, monetary investment, and effort to market.

The one way that is the **best way** for the greatest number of people is:

**Product Creation.**

In this case, we're talking about an Information Product.

*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.*

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People buy information because they want to learn something, feel something, or be entertained. The Internet offers people incredibly easy access to information. In most cases, people can find the information they want and it's free. But, that doesn't mean they want to spend the time looking for the information. So they're willing to purchase a product that brings it all together for them.

That's something you can do.

You can be the person who researches and creates products that help people.

You can be the person who teaches them, inspires them, and helps them in a way they really need.

Where you can really make a difference is when you have an idea for a product that's different from what's already out on the market.

### **What can make your product different than the others?**

People need and want to learn things in new ways. They're tired of dealing with the same problems and going through the motions. They want to be inspired and learn from someone who can approach things in a way they need them to.

By presenting the information in a different way, **by transforming it into something new**, you're offering people information they may have heard of, but can learn from you because it is presented in the way they need it to be.

Now what?

Let's keep it simple and doable – solve one problem, find content, transform that content into an information product.

### **Stick With Just One Problem**

For those who are new to product creation, even if you already have the content, it can be overwhelming to think about creating a big product. Too many times to count, I've gotten stuck in the mode of Bigger is Better. I think that the topic must be covered from many different perspectives with many pieces that need to be created and then fit together, ensuring that all areas of that topic are covered and are presented well. And then I'm struck by the nagging question:

What if you spend all this time creating a product that just doesn't work out?

If this is you -

**STOP!**

Let's keep it simple.

Let's keep it manageable.

Let's keep it doable.

Stick with creating a product on a topic you already have content for and ...

Focus on making sure that it solves just one problem.

Your topic and content is a solution to a problem people in your niche have and they are not only interested in solving that problem, but also willing to pay for the solution.

When you do that, you've pretty much created the perfect product.

People have this one problem they're desperate to solve and you're giving them an easily accessible answer, presented in a way no one else has presented it.

That's a great thing! These one-problem products are so condensed and focused that you can create them quickly. These aren't huge products, but they can be hugely profitable. Let's keep this in mind as you're wondering what topic you should create a product about.

## **Choose The Topic Then Choose Your Content**

One of the biggest struggles new product creators have is the topic - what they should create products about. It's easy to feel stuck for ideas, overwhelmed with the amount of content and topics you already have. For those who aren't so new to product creation, maybe you've created products in the past that didn't sell as well as you thought they would.

There's a reason new product creators get overwhelmed. When you think of a Topic as something people are interested in - there are just as many topics as there are people, some of which people will pay for and many they won't.

Let's begin with the obvious and the purpose for creating a product: It's important to create products on topics people are willing to pay for.

This means there are three components that must be in place for a product to sell:

1. There should be a relatively large audience who
2. Wants to learn about the topic and are
3. Willing to pay for it.

Now you can look at your current library or database of content.

What topics are covered? Are there many topics inside of a broad topic? Do you have numerous topics or just a handful around your own interests?

Once you've chosen a topic idea, it's a good idea to find a unique angle on that topic.

- How can you approach the topic in a new way?
- What form is the content in now and what can you transform it into?
- *If you can transform it into a new product, will that be the angle you're looking for?*

## What Type of Product to Create

At the moment, most info-products are written reports, ebooks, and courses.

Transforming your content into a product means thinking beyond the most common info-products.

Here is a list of 45 ways you can transform content into an information product:

1. Books
2. Mini-books (they don't all have to read like novels)
3. Booklets
4. Ebooks
5. Special reports
6. White papers
7. Workbooks
8. Worksheets
9. Templates
10. Resource lists
11. Database of resources
12. Spreadsheets
13. Pre-formatted spreadsheet templates
14. Charts/graphs
15. Checklists
16. Statistics
17. Survey results
18. Case studies
19. Interviews
20. Videos (full-length)
21. Video clips
22. Audio recordings
23. Podcasts
24. Teleseminars
25. Teleseminar series
26. Webinars
27. Webinar series
28. Transcripts
29. Electronic newsletters
30. Print newsletters
31. Print magazines
32. Web-based magazines
33. Comic strips
34. Games
35. Card decks
36. Short stories
37. Online course
38. Email autoresponder series

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|---------------------|---|
| 39. iPhone apps     | 43. Licensed content (articles, graphics, etc. that others can repurpose) |
| 40. iPad apps       | 44. Virtual summit  |
| 41. Membership site | 45. Bundles (collection of several items as listed above)                 |
| 42. Audio books     |   |

Right about now you're thinking...

*Wait a minute! This is repurposing and I've been doing that. I don't get how this is different.*

Well, let me address that concern.

Repurposing means you share your content online in other areas, with it's original form intact either on your website or media channel. You might tweak it a bit, shorten it up or add an image to match the other platforms you share it on, but you've not changed it into a different product.

Remember, I'm talking about **transforming** your content.

Let's look at an example.

Let's say you have a blog.

On that blog you have a number of posts in one category. For this example, let's say you have 12 blog posts in the Leadership category.

Pull all of those blog posts out and into a separate folder or file on your computer and read through them. The way they're currently written, it could be very easy to transform them into an eBook. Each post is a chapter, change the title slightly so it makes sense as a chapter heading, add one or two sub-heading as a way to break up the paragraphs, add page numbers at the bottom, create a table of contents, add an About the Author page, a Copyright page, possibly a Resources page at the end. Create an image for the cover.

Now, save as a pdf and you have an ebook. Use the formatting guide from Amazon Kindle and you can upload it as a Kindle book.

You've just created a new information product from your existing content.

You've transformed the content so that it is presented in a different way, which will appeal to the many, many people who don't even know your blog exists. An added bonus, it will also appeal to your fans and followers who read your blog. Why? Because it puts your best thoughts about Leadership in one place, making it easy for your fans and followers to read, digest, and learn from.

Okay, many of you will now say "Hey wait! I don't have a blog because I hate to write so I have a lot of videos."

Let's look at an example.

Get a transcript of your video and read through it, highlighting bullet points. Bullet points are the single idea for each section or segment of video.

Copy/paste each bullet point onto a slide in a slide deck (whether it's PowerPoint or Google Slides or whatever program you want to use).

Now you have a series of slides with one idea on each. One more step...

Find an image for each slide that visually represents the idea.

You now have a slidedeck from your video and it can be sold as is or used in a teleseminar.

The people attending the teleseminar aren't interested in YouTube, or if they are, they aren't interested in listening to the entire video to learn what you're teaching. But, they will sit through a teleseminar because they have a clean visual combined with your voice walking them through that One Idea per slide.

Oh, and you'll also get a few fans and followers that want to pay to attend your teleseminar because they may have seen the video, but **you're presenting the information in a different way and they know they'll learn something.**

You have the content. You purchased the cheat sheet that lists the numerous ways content can become an info-product and it includes the how-to links, now pick 1 way to transform that product.

When you're done, and you have a product ready to offer your target market, it's time to get it up for sale.



## Getting Your Product Up For Sale

As an experienced marketer, virtual coach, and all around terrific expert in this area says:

*You have to get a Buy Button up on that product if you want to make sales! ~ Barb Ling of [barbaraling.com](http://barbaraling.com)*

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Typically, you'll sell your product with a sales page. This sales page will focus on the benefit of your product and how it will solve the problem of your customer.

At the bottom of the sales page is a Buy Button, making it really easy for the visitor to buy your product.

Now you need to decide how your product will be delivered, keeping in mind that it should be available to the buyer immediately after purchase.

Excellent platforms to sell and deliver your info-product are:

- JVZoo
- Warrior Plus
- ClickBank

They've been around a while, have the bugs and glitches of handling payment and delivering products ironed out, and are reasonably easy to use. They also have video tutorials and knowledge areas for you to learn from, and email support if you can't seem to get things working.

Why use a platform like JVZoo or Warrior Plus instead of creating your own little shopping cart on your site?

Reach.

How many visitors do you have to your website?

How does that number compare to the number of visitors to JVZoo or Warrior Plus or ClickBank?

Now add the option you have to offer your product to affiliates.

What if your information product isn't really a good fit for those platforms?

- Amazon
- Amazon Kindle
- Udemy
- Thinkific

I rest my case.

## **Time To Get Sales By Driving Traffic to Your Product**

Just because you create a product and get a Buy Button onto one of the big sites doesn't mean you'll make sales. You still have to get targeted, buying traffic to see your offer.

One of the best ways to get traffic to your sales page is with affiliates on board to promote your offer. The sales platforms I mentioned above will help you manage your affiliates. These affiliates will email their lists and work to promote your offer, using their designated affiliate link. They'll earn a commission for each sale they refer. You win, the affiliate wins. You get hands-off traffic and they get to earn from the product you created.

If you're not ready to get affiliates on board because it's your first product and you're just not sure how all of this works, you can use both free and paid methods of driving traffic to your sales page.

- You can email your list.
- You can announce your product availability on social media.
- You can connect with a few people in your industry to ask if they would be interested in sharing your product with their network.
- You can create simple banner ads and buy space on relevant websites.
- You can buy ad space on specific and relevant social media platforms.
- You can buy ads on Google or Bing.

Once your product is created and you have a Buy Button and you have all the tech things in place, your job is to work hard to get traffic to see your product so you can get sales.

Don't give up and assume your product isn't working until you've worked to get enough traffic to the page. What's enough traffic? Here's a number for you to work with:

1,000 visitors verifiable through the platform analytics.

## **Create Your Product!**

Let's wrap this up, shall we?

Product creation is an evergreen, surefire way to generate an income online.

One of the easiest ways to create a product is to transform existing content into an information product.

Surely you have content that you can transform into an information product. Somewhere in your computer hard drive is a report or paper or series of articles or webinar or raw data research you wrote or gathered and saved.

If you don't have content of your own, do the research to find a profitable product idea. Focus on a narrow topic and you can create a great product that your audience will love. Or, you can use PLR (private label rights) content and transform it into an entirely new product.

As with any product being sold online, if you continue to market it and drive traffic to the sales page you will continue to make sales. You'll also develop a following of people who will buy your next product, and your next product. Even if the One Solution you are offering in your newly transformed and created information product is the same as you offered in your first product. They will buy because you are presenting it in a way that is attractive and interesting to them.

## Resources

Tools you might want to use:

Video and Images

### [Content Samurai](#)

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.

## About Charlene Burke



Charlene Burke is an Information Professional with a background in marketing and engineering. She has taught online marketing, SEO, blogging, WordPress, and social media to thousands of professionals and small groups via workshops, webinars, and from the stage.

For many years she has done research and written content from that research for herself, for other individuals, and for numerous companies. She is also a professional facilitator, hosting and managing mastermind groups, productivity groups, and study/learning groups for trainers and coaches.

She has been online since 1995, founded her business Search by Burke in 2008, and has worked with many types of people in many different industries including manufacturing, home health care, wellness, medical, and other services.

She enjoys working with small business owners through Mastermind Groups, Productivity Groups, Accountability Groups, and through her volunteer work with women sharing her knowledge about Focus, Productivity, Mindfulness, and Mindset.

Charlene is passionate about making sure people have the right information and make use of it to grow personally and professionally.

Charlene's words of wisdom:

***"I believe that Knowledge is Power. Everyone can and should improve themselves by growing their heart, their mind, and their business. Regardless of what stage in life they're in. Whether it's to develop a better mindset, improve their relationship with a higher power/creator or to increase profits, moving forward is key."***

