



## **Bonus Module**

# **Product Creation Tools**

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**This is the bonus module for Infoproduct Empire.** It's a list of tools and resources I've found to be very helpful in creating, selling and promoting my Infoproducts:

**OpenOffice.org Toolset - I love OpenOffice.** It's not perfect, but it enables you to create PDF documents, templates and spreadsheets absolutely free. This is my "bread and butter" for infoproduct creation, and many of my virtual assistants use it too.

**Screenshots** - A picture is worth 1,000 words. Including screenshots in your infoproducts definitely adds value and allows you to explain things easier at times. On Mac, I use a program called "**SnapNDrag**" to get screenshots. On Windows, there's probably a program available, but I simply use the "PrintScrn" button and then crop the screenshot using MS Paint.

**Graphics** - I don't do much graphic editing myself. I leave it up to Gillian, my wonderful wife. She uses **Photoshop** for all of her graphics development and has been paid 5-figures for the work she does. If you have a student in school, you can purchase it through them for a substantial discount. Alternatively, you can use GIMP, which is a free image editing program, but Gillian has expressed extreme frustration with it at times. Finally, if you prefer editing tools that are more basic, consider **Picmonkey** or **Canva**.

**Video Creation** - If you want to create your own unique videos and don't want to use PLR, I recommend using Camtasia. They have a new version for the Mac, but some people swear by Screenflow. Creating videos yourself (or having a virtual assistant create videos on your behalf) is critical if you're looking to sell high-priced infoproducts.

**Mindmaps** - I absolutely love mindmaps. They are an incredible tool for outlining your infoproducts and for organizing your thoughts. More importantly, they're a great value adder to any infoproduct package. I use **XMind** for mindmap creation, but have used FreeMind as well. XMind is free, but contains an upgrade option that has a lot of useful features.

**HTML Editing** - In order to create sales and download pages for your infoproduct packages, you're going to need to edit HTML pages. I personally use **Kompozer**, which is free, but others have sworn by expensive programs such as Dreamweaver. **Wordpress** combined with password protection plugins is a powerful tool as well, allowing you to effortlessly create websites, sales pages, and download areas.

**Surveys** - As I mentioned in the course, surveys are one of the best ways to do market research, as you're surveying existing customers and they're telling you exactly what they want to buy from you. I've sent out e-mails to my customer base and simply asked them to hit "reply" to the e-mail to tell me what they want, but that's best used if you're only doing a very simple survey. For more robust surveys, I use and recommend **SurveyMonkey**.

**CD/DVD Production** - If you're looking to get into selling high-end infoproducts, the ability to produce offline copies of your product in CD or DVD format is essential. **Kunaki** is one of the cheapest and fastest CD/DVD production services available and is entirely automatic, but is less flexible than services such as Disk.com. If you're looking for a one or two DVD infoproduct, which could be shipped to supplement online materials, Kunaki is recommended. Anything more, use a service such as Disk.com that provides more customization and flexibility.

**Payment Processing** - To accept payments for your infoproducts, you'll need to use one of many payment processing services. The most popular one to use is **PayPal**, and although I've personally had no problems and use them extensively, I've seen dozens, if not hundreds, of "nightmare tales" from internet marketers who have had thousands of dollars frozen. An effective alternative to PayPal is **Stripe**. You may also consider having backup payment processors available, such as **Authorize.net** or **Clickbank**, both of which I use and recommend.

**Affiliate Tracking** - One of the best ways to quickly expand your business and sell more infoproducts is to allow affiliates to get a commission for sales that they refer. The best options are **JVZoo** and **WarriorPlus**. If you want something more expensive but more all-

inclusive, you can also try **Infusionsoft** or **Kartra**. And, of course, there's always **Clickbank**.

**E-Mail Marketing** - An absolute must for any serious business owner. You must have the ability to contact your customers, and e-mail marketing is the way to do that. I use and recommend **AWeber**. Other options include Constant Contact, iContact, and GetResponse. Personally, I've only used Aweber, though.

**Infoproduct Marketplaces** - One of the big secrets to getting more sales is simply to **expose your infoproducts to more marketplaces**. There's no problem selling your infoproduct at many different websites - in fact, I recommend it, since you can get the attention of affiliates at some of these marketplaces, resulting in more traffic and sales for your products:

**Clickbank** - The top affiliate marketplace out there. I have a colleague who earns well over a million dollars per year and swears by Clickbank because of the number of affiliates you can get to promote your infoproducts. It's also a great payment processor, although you have to wait to receive your checks.

**Warrior Forum** - It used to be the best marketplace available for selling infoproducts, and you can still use the Warrior Special Offers section to list and sell your infoproducts. It has gotten stiff competition though from JVZoo and WarriorPlus, both of which offer their own affiliate marketplaces these days. The Warrior Forum also has it's own payment platform, Warrior Payments.

**JVZoo** - JVZoo still is a popular payment processor on the Warrior Forum, and is now a marketplace in its own right. It offers affiliates extensive search functions and helps infoproduct sellers connect with affiliates effectively. It also has robust resources.

**WarriorPlus** is now also its own marketplace. Like JVZoo, it allows sellers to connect with affiliates and offers many resources.

**Tradebit** - A great resource for finding PLR, but it's also a great place to list your infoproducts, as well. By using proper keyword optimization and getting sales, your site will move up the "rankings"

on the site and it'll have a snowball effect, so you'll get even more long-term sales.

**eBay** - Simply listing your infoproducts in an eBay store will not only get you some sales, you can use it to direct traffic to your websites and other infoproducts, as well. You can also use your "About Me" page on eBay to create a powerful backlink to any websites that you wish.

**Fiverr** - There's no reason you can't sell your low-cost infoproducts directly through Fiverr, especially if they're marketing related. This is a great source of leads for more expensive infoproducts, as you can easily get customers onto a mailing list. There's also a ton of Fiverr "clone" websites out there, so take a look at those, as well.

Use the resources and marketplaces above wisely to help create and sell your infoproduct! And, remember again - you're only limited by your imagination. **Make a plan, and take action.**

## Infoproduct Empire - Bonus Report: Product Creation Tools

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