Core Report

Module 1: Quick Start

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Hello and congratulations for downloading **Infoproduct Empire!** I've specifically designed this course to be easy to consume and easy to reference while you're creating your infoproducts.

If you haven't yet created your first infoproduct, Infoproduct Empire will help you understand what it takes to develop a **high-quality infoproduct**...while having others do **nearly all of the work**.

More importantly, it will help you think about how to develop a long-term business using infoproducts, and what it takes to grow a team to help create these products for you on a near-automatic basis.

The truth is, every single person reading this has **gold living within them**. You don't even need to know anything about a particular niche to make money in it - you can just hire other people to do the research and the writing for you. I'll show you how to do that properly.

Now, if you've already been developing and selling your own infoproducts, **Infoproduct Empire will be even more powerful for you**.

I've developed and co-developed over 80 infoproducts myself, not counting the products I've had my virtual assistants develop for me. During my years of experience, I've discovered ways to **increase the value of my products, decrease refund rates, sell more copies of my products, and increase my product prices**.

I'm going to share all of these powerful techniques with you.

The important thing to understand is that infoproduct creation becomes an **easier and easier process** as you create and sell more products.

The **first time** you do it is definitely the hardest.

You deal with confidence issues (every product creator has that hint of doubt in their head, especially the first time they create and sell something) and it takes you two to three times longer than it should to get everything with your product "up to par."

The good news is that the more you do it, the better you'll become at it. **You'll be able to design a process for your virtual assistants to follow over and over again - without your help**. Eventually, you can get to a point where niche product creation happens without your involvement.

But it does take work to get there.

First, understand that not every product you release will be a success. I've had products bring in five figures that are still selling today, and I've had products bring in only a few hundred bucks and fizzle out immediately.

It happens. **Don't get discouraged**.

The best part is that as you create more and more products, you'll understand what types of processes work best for YOU. While I'll be doing my best in this course to help you develop the best quality products possible with as little effort as possible, the truth is that it's a flexible process and there is no substitute for experience.

Infoproduct creation is what I call a "10x process." Your first steps as a product creator should be to absorb all of the content inside Infoproduct Empire, then take action right away. Start researching and creating your first infoproducts, then start selling them.

Once you start to sell different infoproducts across different markets, you'll quickly find that some products outsell others. It's only natural.

So, once you identify which products are selling the best, **you should start creating more infoproducts in those same markets**. Products that are currently selling are the best indicators of what markets will work best for your particular writing and sales style.

I would shoot to create at least 10 other products in those same markets (or closely related markets) once you have a **"proven winner."** So, for example, if you saw that you were successfully selling a dieting infoproduct, you could also take a close look at selling products for muscle building and easy exercises.

Using the research techniques I'll be talking about inside Infoproduct Empire, and once you have even a small base of customers that you found using the 10x method, you can send a survey to your customers and simply ask them what infoproducts would help them the most.

It's a wonderful thing, because your customers will **flat-out tell you what kind of information they're most likely to pay for**. You just take what they want and develop it for them.

It's incredible and it explains exactly why infoproduct creation creates a **"snowball effect"** and becomes easier the more you do it. The more customers you have, the more feedback you have on the types of products you need to have developed.

But let's not get ahead of ourselves. You first should get started on doing some preliminary research to determine what market you want to create your first infoproduct in. Most industries and markets are conducive for infoproducts, but not all.

Here are the **5 questions I ask** to determine the potential profitability of an infoproduct market:

1.) Are other infoproducts selling in that market?
2.) Are there burning questions on forums in that market?
3.) Are there a significant number of customers in that market?
4.) Are customers willing to spend money to learn skills in that market?
5.) Are other advertisers spending money on PPC ads in that market? Virtually all of those questions can be answered with a simple Google search, or by looking on Clickbank to see how other products are selling. (I'll show you how to do infoproduct research in module 2.)

Note: When determining if other infoproducts are selling in a particular market, I try to make sure there is at least one product with a gravity of 5 to 10 on Clickbank.

Paleo Recipe Book - Brand new Paleo Cookbook

Brand new Paleo diet cookbook with over 370 recipes. Pays 70% commission on this high-quality, easy to sell product. Get banners and promotional material at http://paleorecipebook.com/affiliates.html

Avg $/sale
$21.26

Promote

Stats: Initial $/sale: **$21.26** | Avg %/sale: **70.0** | Grav: **46.76**
Cat: **Cooking, Food & Wine : Recipes**

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If the answers to all those questions is **"yes,"** then there's a pretty good chance your potential target market would be interested in what you're offering in your infoproduct. The next steps would be to find what **pressing questions** your market has and answering those questions in the form of a high-quality, well-researched infoproduct.

Now, if you're totally new and just don't have a clue on where to get started for your infoproduct, you can simply start by **taking a look at other hot infoproduct markets**. You don't need to reinvent the wheel.

Competition in these markets may be higher, which means it may be difficult to get the ball rolling and see an initial stream of sales. But with focus and persistence, once you **"break through"** and are able to get those first few sales, you're going to find a **significant source of long-term sales.**

Here is the big list of markets that have proven infoproduct sellers. This should help inspire you if you aren't sure where to start:

Learn Piano
Tattoo Patterns
Music Production
Learn Photography
Learn to Draw
Learn to Sing
How to Play Violin

How to be a Magician
Discount Shopping Tips
How to Win the Lottery
How to Win Roulette
How to Win Blackjack
Sports Betting Tips
Recipe Books
Competition BBQ Tips
Make Wine at Home
Start a Cupcake Business
Human Anatomy
Speed Studying
Computer Training
Math Games
Defensive Driving
Learn English
Learn French
Learn Spanish
Test Preparation
Paid Surveys
Finding Writing Jobs
Becoming a Game Beta Tester
Becoming a Mystery Shopper
Writing Cover Letters
Job Interview Guide
World of Warcraft Guides
Starcraft 2 Guide
Build a Solar Panel
Build a Wind Turbine
Build a Electric Car
Build a Water-Powered Car
Overcome Addiction
Get Rid of Acne
Dieting Guide
Building Abs
Building Muscle
Gaining Weight
Male Enlargement
Yeast Infection Cure
Vision Improvement

Mole/Wart Removal
Vertical Jump
Hemorrhoid Cure
Grow Taller
Motivational Recordings
Yoga for Athletes
Woodworking Plans
Build A Shed
Wedding Speeches
Dog Training
Hydroponic Gardening
Build A Chicken Coop
Build a Boat
Growing Organic Food
Making Dog Food
Home Cleaning
Model Trains
Jokebooks
Creating Mobile Apps
Getting Pregnant
Baby Planning
Toddler Training
Handling Divorce
Winning Your Ex Back
Government Auctions
Cheap Airfare
Getting a Firearms License
Designer Handbag Guide
Cheap Cruises
Disaster Survival
Beat Speeding Tickets
Self-Defense
Stop Panic Attacks
Attracting Women
Texting for Romance
Save Marriage
Hypnosis
Stress Management
Time Management
Numerology

Better Golf Swing
Sports Training
Forex Trading
Stock Futures
Penny Stocks
Life Coaching

With all those potential infoproduct markets in mind, let's move on to Module 2 and start digging in.