



Core Report

Module 3: Product Positioning

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Product positioning is one of the most important aspects of infoproduct development. **The way you position your infoproduct can drastically influence how much value your customers receive from your product.**

More importantly, it also determines **how much you can charge** for access to your infoproduct.

So, in this module, I'm going to talk about the positioning techniques I've discovered over the last several years to **drastically boost the value of my products**. You can take many of my methods and simply drop them into your infoproduct sales funnel to make more money with very little effort.

First, let's talk about the **two major types of infoproducts**.

One of the things I've discovered during my experiences is that different kinds of infoproducts appeal to different kinds of consumers. I've found that there are two types of products, each attracting a **distinct type of customer**.

The first type of infoproduct is the **"How To" product**. This is typically the type of product that teaches people a specific skill.

A perfect example of a "How To" infoproduct is the product you're reading right now. As you recall, the entire sales page for Infoproduct Empire was specifically designed to teach you **a very specific set of skills** - how to create the best infoproducts possible using the least amount of effort possible.

These "How To" products appeal to the **segment of customers who are self-starters and problem solvers**. Often, these people are looking to solve a specific problem and try to search out the solution themselves. In other words, this customer base is **very valuable because they find you** (which means they're more likely to buy).

The customers for "How To" products are looking for a step-by-step solution to help solve whatever problem they have themselves.

The second type of infoproduct is the "**Curiosity-Oriented**" product. While this type of product usually teaches people how to follow a process to achieve a goal, it's sold in a completely different way and **piques the curiosity of the customer**.

It's **best used for "mass appeal" types of products** that nearly everyone wants:

- * Make easy money
- * Lose weight fast
- * Finding romance
- * Seduction
- * Government grants (often proclaimed as "free money")
- * Health cures
- * Self-help
- * Green energy

I describe these types of consumers as **hot button, impulse buyers, and dreamers**. We've all bought "curiosity-oriented" products at some time or another (myself included!) but **there is a segment of customers that tend to buy it more than others**.

While people who purchase "How To" infoproducts are often looking to solve their problem themselves with the step-by-step help from the product they purchased, people who purchase curiosity-oriented products are really looking to have the **problem solved for them**. They are essentially "**buying the dream**."

Now, with that in mind, you can use this knowledge to effectively sell the same infoproduct to both kinds of customers. You simply create **two different sales pages, with different titles, to sell the same infoproduct**.

The actual deliverable product is almost exactly the same whether you're selling it as a how-to product or a curiosity-oriented product. The only differences lie within the sales copy to sell the product and possibly the title.

This isn't a product about copywriting, but I'll give you some basics about framing the infoproduct properly for the most sales possible when using this **"Two Product Approach."**

With a how-to product, in the sales copy, you simply need to focus on the problem or problems that the prospective customer wants solved. You explain why the solution you're offering in your infoproduct is the best product available.

With a curiosity-oriented product, in the sales copy, you still focus on the problems of the customer, but you **focus more on the results of the solution than the solution itself**. The solution you offer in your infoproduct is treated more as a "magic bullet" than an instructional guide. (You typically see more hype in these kinds of sales letters.)

Titles are an important opportunity to position your infoproduct. **"How-to" products can be named quite simply**. Infoproduct Empire is a "how-to" product, so it could've also been named "How To Create An Infoproduct Empire."

A curiosity-oriented infoproduct often **piques the curiosity right in the title of the product**. For example, a weight loss product targeted towards men might be named "The Secret To Drinking All The Beer You Want Without Ever Gaining A Pound."

It's meant to create **vivid imagery** about the solution and the results that can be expected from the infoproduct. Something to keep in mind:

A product's value is determined by the perceived value of the end result after using the product and the difficulty in obtaining that result.

Read that, then read it again.

In short, that means that the **easier your solution, the more valuable your infoproduct becomes to consumers**, whether they're purchasing a curiosity-oriented product or a how-to product.

Of course, from time to time, when you use the "Two Product Approach" to double the sales from one product, you're going to have the same customer purchase both infoproducts. If this happens and they contact you, you can simply refund them for their most recent purchase.

It's an extremely easy way to get more sales. **I highly suggest you use it!**

Now, let's talk more about the positioning of your infoproduct. We already talked about the two major types of infoproducts and how you can get more sales from a single product, so **let's talk about how to "brand" your infoproduct so that it's more valuable to the customer.**

This "branding" is really a **simple label and extras** (or "thud") that you put into your infoproducts to increase the value to the customer and make it easier for them to absorb the material.

Here are some examples to illustrate what I'm talking about. To brand an infoproduct in a different way, **you'll often need to add value by offering additional files in your package.** We'll talk about this "Thud Factor" effect in Module 4 and how to use it, but **pay close attention to the labels** I give to these example infoproduct packages.

Please keep in mind that your infoproduct's "branding" or label is NOT limited to only these options, but they are a good starting point to get you thinking about how to make more money from your infoproducts while giving more value to your customers:

*** "Reference Guide"**

If you're looking at selling a simple PDF guide that you or your virtual assistant have created, you could label it as a reference guide.

This is better than simply labeling it as a "PDF" or a "manual" in most cases - the phrase **"reference guide" makes the infoproduct feel more valuable to the customer.**

In addition to your PDF guide, you might also consider including a quick start guide as a free bonus with your reference guide as well. As I talked about, **this adds value to the overall package**.

Another way to add value to a reference guide is to **break it up into several smaller reference guides**, very similar to what I did for the 5 modules included inside Infoproduct Empire. Having your infoproduct in smaller chunks makes the **content easier to consume** and increases the perceived size of the infoproduct as well.

You will typically be able to sell a reference guide infoproduct for between **\$10 and \$50 in most markets**. If you are selling a research intensive or research-based report (see Module 5 for more details), you may be able to command a higher price for it, but you may want to consider offering additional bonuses as well.

* **"Workshop"**

If you've created **several videos as the primary content** for your infoproduct, rather than calling it a video series, you might consider branding it as a **"workshop"** instead. This involves only slightly more work, but enables you to sell it at a much higher price and provide more value to customers.

While the core of the infoproduct is still the videos, **you can provide more value by including additional files and simple features** to supplement the videos.

These can be as simple as offering **templates** that help make achieving the end result easier, giving **transcripts** for the videos, or allowing your customers to participate in **"hot seats"** where you provide a critique on work that they've done and submitted to you for other students to see.

Nearly any infoproduct with direct customer involvement can easily be labeled as a workshop.

While a video series itself might sell for \$20 to \$100, a **workshop could be sold for \$50 to \$200**, effectively doubling the cost and value of your infoproduct while taking **very little effort** at all.

* **"E-Class"**

This is similar to a workshop, but it's typically provided over a longer period of time. A workshop is a one-time event, whereas I would consider an **E-Class** to be training **held over a longer period of time**.

If you're in the business of selling webinars as an infoproduct, you could hold a **weekly or monthly webinar for a set period of time**, offering training on a topic of your choice. Rather than calling it a "monthly webinar series," labeling it as an E-Class provides much higher perceived value.

To increase the actual value of your E-Class, you could include additional files and features, such as **resource guides** (PDFs) that list valuable tools your customers can use, **worksheets** (.doc files) that your customers fill out to help them achieve the end result, and possibly the ability to contact you for **one-on-one help** if needed.

Since an E-Class involves additional training sessions and includes more customer involvement than other forms of infoproducts, **you can charge anywhere from \$200 to well over \$500 for access**. You could easily create a very high-end Infoproduct package (\$2,000+) using the E-Class format.

Again - the contents of these different infoproduct packages is **flexible** and totally up to you. It's simply a starting point to get you thinking about how to properly label and position your infoproduct to **provide the maximum amount of value while earning more money for your hard work**.

There are quite literally **an endless number of "labels"** you can put on your Infoproducts to increase their value and price. In the next module, we'll discuss how to use the Thud Factor to increase that value. **The more "thud" you add to your infoproducts, the more you can charge**.

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