Core Report

Module 4: Thud Factor

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Welcome to Module 4, the **"Thud Factor"** module! In this module, I'm going to walkthrough the various ways you can drastically add value to your infoproducts.

In short, **"thud" means value in the online world**, no matter what niche you're in. You can double to triple the value (and price!) of your infoproduct by offering supplemental training materials and different methods of consumption to your students.

In the last module, we talked a lot about how to label and "brand" your infoproduct in different ways by offering bits of supplemental value in addition to the core product. With that lesson in mind, **you can mix-n-match different Thud Factors** from the list I'm offering in this module to create a highly valuable infoproduct with little additional effort.

So, with that in mind, let's walkthrough the **list of ways to increase the value of your infoproduct** with very little effort...

1.) Downloadable Video

If you're offering video training with your infoproduct, offering your customers the ability to download the videos can be very valuable. **Many customers specifically ask for videos** that they can download, so offering the option increases the value of your package.

2.) Streaming Video

For customers who have **bandwidth restrictions**, the ability to view the video online in streaming format is very important. Downloadable videos are much larger files and are difficult for certain customers to view.

3.) Transcripts

If offering a video or audio file in your package, offering a transcript is an **important value adder that many customers love to have**. Depending on the way a customer learns, they may only read a PDF transcript of your video or audio files and never watch or listen to the content.

4.) MP3 Recordings

If you're offering a video, you should offer an MP3 only version of the contents of the video as well. **This is useful for those who prefer to listen to the content on the way to work or while they exercise**. You can also offer audio-only content in your infoproduct package as well, but it's often just as easy as doing a screen capture video with simple PowerPoint slides, so I typically recommend just doing that for maximum value.

5.) Step-by-Step PDF

There are multiple types of PDFs you can offer in your infoproduct package, but the step-by-step PDF is the most basic one. A good example of step-by-step PDFs are the ones you're reading now inside Infoproduct Empire - **it teaches people skills by offering simple, broken down steps and examples**.

6.) "Quick Start" PDF

A "Quick Start" PDF or guide is typically a **very short PDF that gives an overview of everything included with the course**. It explains ow they should consume the course, and gives quick, easy step-by-step instructions for what they can do to start achieving the desired end result of your infoproduct immediately. This is an easy addition to virtually any infoproduct package.

7.) Resource Guide

A Resource Guide is typically a short PDF document that contains **a list of tools and/or helpful resources designed to help your customers achieve the goal** intended by using the infoproduct. A good example of a resource guide is actually the bonus module (Module 6) included with Infoproduct Empire, that lists various tools and resources for helping you to create your infoproducts.

8.) Worksheets

Worksheets are simple .doc files that contain a list of questions (with spaces to answer the questions) so students are "forced" to walkthrough the process of achieving the end result. This can be as simple as **taking the steps in a step-by-step PDF and having students check a checkbox when they've completed a step**.

9.) Graded Homework

This is an incredibly valuable addition to virtually any infoproduct package as well. When customers complete a certain task that you've assigned to them, they send it to you for review via e-mail (or an online form). **You send them back a critique or review** based on their performance in completing the task and offer tips for improving their work.

10.) Hot Seats

This is similar to graded homework, where you tell students to complete a task and they send it to you for review. However, rather than offering back a one-on-one critique on the work they did, **you post the critique for all of your customers to see** so that they can learn from the errors of other students and the feedback that you've given them.

11.) Webinars

Webinars are a **powerful teaching tool and can add a significant amount of value to any infoproduct package**. They can either be the primary means of content delivery - where you offer up the recording of the webinar and transcripts as extra "thud" - or they can offer supplemental value to your package, where you simply offer a "Question and Answer" webinar to customers.

12.) Software

Software can often be added to an infoproduct package to increase the value, although it will not work for every niche. You don't have to develop the software yourself - **you may be able to find private**

label rights or resale rights to software your customers would find valuable at websites such as Tradebit.com.

13.) Member's Area

You can label your infoproduct package as a membership and offer a member's area, as well. By simply adding password protection to a download area and calling it a "lifetime membership," you increase the perceived value significantly. By occasionally offering new content in these lifetime memberships, **you can engage your customers more often and get them to purchase new infoproducts from you more easily**.

14.) Member's Blog

This is a simple and valuable addition to an infoproduct package as well, especially in industries where new developments are happening all the time. Not only does it keep your infoproduct "relevant" as new changes happen, it gives your customers (members) a **sense of exclusivity and increases the value of your infoproduct**. You can password protect Wordpress blogs to create this effect.

15.) Forum

Forums are a great way to interact with customers and enable you to answer questions only one time, rather than having to answer the same questions over and over again privately via e-mail. They are best used for Workshop and E-Class infoproduct packages, **as they offer a lot of real-world value but can be a lot of work to set up and maintain**.

16.) DVD/CDs

Offering to send customers a DVD or CD version of your infoproduct when they purchase an online version drastically increases the perceived value of your infoproduct, and also makes it easier for those in slow bandwidth areas to consume big media, such as videos. **This is a "must" for super high-end training courses. See module 6 for sources of CD/DVD production**.

17.) Phone or E-Mail Consultation

The ability to talk with you one-on-one to help develop an action plan to achieve the end desired result of your infoproduct adds a significant amount of value to your product - especially if it's a high-end package. Many customers who receive this as a bonus to your infoproduct won't take you up on it, but it still adds a significant amount of perceived value. **I highly recommend limiting the number of phone calls or e-mail consultations to only one and for a limited amount of time**.

18.) Templates

Templates are essentially **"tools" that your customers can use to achieve the end result of the infoproduct quicker**. These templates are often simply examples that customers can use themselves. For example, I offered a press release template that customers could use to create their own press release. It contained the structure of an actual press release that was successful for me and I allowed my customers to "steal it" to write their own. Valuable, but easy to offer.

19.) Case Studies

Case studies are real world examples of students and customers that follow the process in your infoproduct and have achieved the desired end result. **You can obtain these case studies by sending a list of interview questions to students** who send you to testimonials and then publishing their results in the form of a PDF. You could also interview them via Skype and record the conversation. Seeing how other students have achieved the desired results of an infoproduct will motivate customers and help them overcome any problems they might have themselves.

20.) Mindmaps

Mindmaps are one of my favorite ways to add value. Not only do they serve as a great organizational tool for outlining your infoproduct, they are **easy-to-view guides that customers can view at a glance** to spark their memory on what they've consumed.

21.) Interviews

Not only can you interview your own customers to build a case study, you can look for other experts in your industry who might be able to **provide additional insights on your infoproduct's topic**. Experts can talk about their own infoproducts for solving a problem, as well, and you can often negotiate an affiliate commission if you have customers that purchase their infoproduct.

Whew! There are other ways out there to add value to your infoproduct, but the big list of "Thud Factors" above should really help you think of **different ways to help your customers absorb the information you cover**.

In addition to using those Thud Factors to increase the value of your infoproduct, you can actually **use the download page itself to increase the perceived value**. This simple technique is really cool, as it lowers refund rates and increases customer satisfaction at the same time.

Here's how you do it. On your download page, you should have the following things:

1.) **A master download file**, with everything included in a single .zip, including any additional bonuses that you're offering.

2.) **A download link for each individual file** in the entire package, so low-bandwidth users can download each file without worrying that their download will be cut out.

3.) The files should be **listed in bullet point format** in a structure that makes sense depending on the way you've developed your offer. This creates a mental "thud" effect that essentially creates a visual of all the value you're offering.

4.) **A prominent link to your other infoproducts**, or, affiliate infoproducts. You'll receive more sales if you position these offers as an exclusive discount for customers only.

By offering all of these things on your download pages, you're creating additional download links and making it easier for your customers to download, increasing the perceived value of your infoproduct, you're increasing sales by leading them to the next product.

You can see the download page for Infoproduct Empire for a great example of how I structure my download pages for maximum "thud" value and to increase the number of sales I get for additional infoproducts. I've also included a download page template you can use right "out of the box" if you have the gold version.

Now, in Module 5, we're going to bring all of the knowledge you've accumulated throughout Infoproduct Empire and put it to good use - **by getting other people (virtual assistants) to do the hard work for you**.