INFOPRODUCT
EMPIRE

Core Report

Module 5:
Infoproduct Outsourcing

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Now that you've discovered how to research, brand, create and add value to your infoproducts, it's time to bring it all together. **We're going to talk about how to get virtual assistants to do the hard work for you**.

You can shortcut a substantial amount of the infoproduct creation process by using virtual assistants wisely. I've come to learn that there is **almost no task that you can do that a virtual assistant can't do for you**.

Your end goal, if you want truly automated income, is to **create a systematic process that your virtual assistants can rinse-n-repeat to create and sell these infoproducts for you**.

As I've mentioned already, this takes time to develop, and it's not something you can jump head first into. **You need to first have your virtual assistants develop pieces of your infoproduct** - such as providing you with research, or writing a report, before having them go through the entire process themselves from beginning to end.

You will likely want to get multiple virtual assistants who work together in an **"assembly line" fashion** to build these infoproducts for you eventually. If you want to create an empire out of infoproducts, you're going to need help. **The only way to do it is to use virtual assistants as effectively as possible**.

So, with all that in mind, let's talk about the best tasks your virtual assistants can do to get started developing infoproducts for you.

Recommended VA Task #1: Doing research for finding pressing topics.

One of the most time consuming tasks of the entire infoproduct creation process, as you can probably tell, is simply the **amount of research that goes into researching the pressing questions of your infoproduct.**

Using the techniques I discussed in module 2, you can easily train your virtual assistant to be able to search out and identify pressing problems in the niches of your choice.

I suggest asking the virtual assistants to **create a list of the top 5 to 10 pressing questions of your target niche**, listed from the most pressing to the least pressing - which is determined by the amount of times the pressing problem came up and the number of people talking about it.

They use the same sources that you would - **forums, social media and Yahoo answers**. This simple exercise will save you a significant amount of time in the initial infoproduct development stage. Don't let them survey your customers, though - this is something you should do yourself until you have a trustworthy virtual assistant.

In addition to finding pressing problems, virtual assistants can conduct market research for you as well. You can have them analyze the marketplaces we discussed to find the best-selling infoproducts and niche-related services.

You can also have your virtual assistant **analyze the similarities between the top-selling infoproducts**, particularly in the sales letters. You should have your virtual assistant pay close attention to the language used, the headline, the bullet points, the features of the package, and also **ask them for input** on what weaknesses they see with the products they are analyzing.

Asking for their input has a **two-fold effect** - not only will they offer a different perspective on the weaknesses of the infoproducts, it will also make them understand that their input is valuable and that they're respected members of your team. Remember, you're dealing with real people, and that **respect** can mean just as much - if not more - than the money you pay them.

Now, similar to researching the pressing problems of your chosen niche, having your virtual assistants create a **research-based report** can be extremely valuable as well.

Recommended VA Task #2: Researching and creating research-based reports.

The best part about research-based reports is that virtual assistants can do virtually all of the work themselves, with very little work done on your part. **They simply have to find the information and compile it into a sellable format for you**.

What's even more lucrative is the fact that you can keep developing these research reports on a monthly or quarterly basis as new information becomes available, and **sell it again**. (You could also put it into a membership format.)

The only problem with research-based reports is that **they won't work for every market**, as people need to be willing to pay for this research. If you get creative, you'll be able to find a whole bunch of industries where you can sell research-based reports.

Here are just a few examples:

* **Paid Surveys**

You could have your virtual assistants research the various paid survey opportunities and create a report based on the information that they compile. New paid survey opportunities come up all the time, and filling out surveys is perceived as "easy money," so this is a hot market.

* **Green Energy**

This is a fast-growing market that people are dying to get into. Gas and electricity prices will continue to rise over the coming years, and more people will be looking for solutions for generating their own clean energy. You can find plans online from people who have constructed their own solar panels, wind turbines, and more. Your virtual assistant can research these and compile them into reports for you to sell.

* **Online Gaming (e.g., World of Warcraft)**

The online gaming market is huge. Just by browsing the most popular forums of the game you're looking to research, you'll be able to find an endless resource of people willing to share their experiences on

things that are popular in the game - where to find the best "loot," how to make money quickly, how to power up your character as quickly as possible, and more. This is easy for your virtual assistants.

* Investing

Finding great companies to invest in is something that investors are willing to pay for. You can easily have a virtual assistant read over annual reports and use sites such as Google Finance to analyze the financial ratios of companies to determine which companies provide the best opportunities. You simply tell the virtual assistant what to look for, and they do the rest.

* Forex

The foreign exchange market is always hot as well. There are a number of technical indicators you can use to determine the general direction of a currency pair, and you can have your virtual assistants keep on top of this and provide up-to-date reports on the general direction of the currencies. In addition, your virtual assistants can pay attention and report on news that may have an effect on the value of a currency.

* Internet Marketing

There are endless opportunities in the internet marketing industry, helping other internet marketers or local businesses to sell more of their products or services. Your virtual assistant could create reports on tactics for entering a niche market, best practices for certain types of marketing or advertising, or even simply find new tools, websites or resources that can be used to help marketers.

When having your virtual assistants develop these reports for you, you simply need to **provide a list of resources** to do their research (or starting points to do their own research), **give them an example report** to model their final report after, then provide a **list of detailed points** that you'd like analyzed.

If all goes well, you'll have a clean, well-organized research report in bullet point format that **you can either sell "as-is" or expand on to create a full-blown course if you wish**.

It may take your virtual assistant one or two tries before you get what you're looking for out of a research report, as you may overlook some specifics when you provide the analysis instructions to your assistant.

That's OK - by the time the second or third revision comes in, you'll have an excellent infoproduct. Plus, **your virtual assistant will improve as they create more of these reports for you**.

Now, the next couple of recommended tasks are **"easy money."** They've never failed to turn a profit for me, and they require virtually no work on your part.

Recommended VA Task #3: Supplemental PLR Analysis

This is an extremely profitable task that you can have your virtual assistant do for you anytime you want. **It allows your virtual assistant to add value to an existing infoproduct** and create a "brand new" product package using work that other people have already done.

The secret of this task lies in **private label rights (PLR) videos**.

You can often find PLR videos for many hot niche markets, which make a fantastic "core" part of an infoproduct package that you can sell. But **in order to sell the product for a higher price, you need to continue to add value to it**.

So you simply have your virtual assistant do the legwork of providing additional value based on the original PLR videos that you provide to them.

If no transcripts are provided with the video, then the first task your virtual assistant could do is to simply **transcribe all of the videos included with the PLR package**. This alone adds a lot of value and can be done by any virtual assistant.

In addition, a virtual assistant could essentially create a **"research report"** that is based off of the contents of the PLR videos. Using the PLR videos and some basic research, they can create a unique report that discusses the contents of the video and supplements it with more up-to-date information based on outside sources.

You could also have your virtual assistant **make sure that the content in the package covers the most pressing problems of the customers**, and if it doesn't, look for additional sources of research and provide it in the package.

Combining all of these "value adders" with the original PLR videos means that you now have a unique infoproduct package that you can **sell for double or triple the price** that you could with the videos alone.

As I've mentioned before, finding this PLR content is easy on sites such as Tradebit.com and a great starting point for any infoproduct developer.

But it can also be used to **create high-end infoproduct packages** as well. You simply need to have your virtual assistant repeat the transcription and/or analysis process multiple times for related niche PLR infoproducts and combine them into a single package.

There is another similar task your virtual assistants can do for you that uses PLR and makes you **"easy money"** as well...

Recommended VA Task #4: Rewriting PLR Content

One of the toughest parts of making money with PLR is that it's not unique. If you try to sell a private label rights infoproduct without making any changes to it, you're going to have a hard time making any sales. But, with this technique, **you not only create a completely "fresh" infoproduct, you own the full rights to the material**.

In other words, you would have the rights to **sell full private label rights** to the material that you had re-written for you.

Private label rights material is a HOT market. I both **use and sell PLR material** myself - it's extremely valuable for nearly any internet marketer out there. In addition, you can sell this material to many niche and local businesses if you choose (at a much higher rate than it would sell to internet marketers!)

All your virtual assistant needs to do is **re-write any PLR content that you provide to them in their own words** and then add value to it by making sure all of the content is relevant and up-to-date, and adding screenshots.

After they're done, you have full rights to the material they rewrote and **you can use it in any way you'd like to make money:**

1.) You could **post the re-written articles on a website** and use it to generate traffic to your infoproducts (or simply make money from the ad revenue). This creates slow, but long-term cashflow for you.

2.) You could take the re-written reports and **use them as the basis for a brand-new infoproduct package** to sell on your website, similar to what your VA does for the Supplemental PLR Analysis task. This provides good cash flow over a medium to long-term period of time.

3.) You could **sell the PLR rights to others** to use the content on their own websites or to sell as an infoproduct. This typically provides a burst of upfront cash, but it dries up pretty quickly.

There is one other powerful task that your virtual assistant can do for you, too...

Recommended VA Task #5: Offline Report Creation

If you're the type of marketer who prefers to focus on selling to local businesses in the offline world, this is **perfect** for you.

No matter what you're selling to local businesses, whether it be SEO services, mobile marketing, Facebook fan page or ad management, PPC ad management or website development, **you can "mold" this into a powerful income and/or lead generator for your business.**

Depending on what services you're offering, all you need to do is **develop a list of criteria** that is important to the services that you're selling, and your virtual assistant will do the rest of the work.

After receiving your list of important criteria, **your virtual assistant simply analyzes your client's website** and determines which criteria the website meets and doesn't meet and **provides a list of specific improvements** that the business should make.

Once the business receives this report from you (or purchases it), **it's an opportunity to sell the services that you're offering** - specifically, to make the improvements that you recommended for them.

So, to illustrate how it works, let's take an example service, such as **SEO optimization**:

First, you would create a list of criteria that are important to have on a website for SEO optimization, such as targeted keyword phrases, keyword density, title tags, meta tags, backlinks, sitemaps, and others.

Next, you would give this list of criteria to your virtual assistant. They use this criteria to analyze what is good and bad on the prospective client's website. They give you the finished report with potential improvements.

Last, you give this report to a local business (or sell it at a super low cost to gain a strong value proposition) and walk through the improvements with them and what changes they need to make. **You then offer to make these changes for them, effectively upselling them on your high-end "do it for you" services.**

Of course, at that point, you can cross-sell them on any other services that you'd like to offer, as well, **offering discounts for getting more of your services.** This model is incredible, because it's completely flexible depending on what types of services you'd like to offer.

Now...**I'm guessing your brain is running at full speed.** Everything I've covered in Infoproduct Empire is honestly the "tip of the iceberg." The thing I've learned about virtual assistants is that there is literally no limit to what they can do for you.

Your imagination is your only limit. If you can dream it, they can do it for you.

You absolutely MUST become comfortable with using virtual assistants if you want to develop a real business. If you're doing all the work yourself, you don't really have a business, you're self-employed.

A true business is something that operates, grows and makes money...WITHOUT your help or input.

This is one of the many things I discuss in my course that is all about getting started with virtual assistants, **4-Hour Outsourcing:**

https://learn1099.com/4hour-vipdiscount

Virtual assistants can do anything you need - sometimes better or faster than you can - but you need to know how to use them properly. If you're looking to use them for more than infoproduct creation, check out 4-Hour Outsourcing and I'll hand you all of the insights I've discovered during my experiences using virtual assistants to make money for me.

I hope you've gotten a lot of use out of Infoproduct Empire. Definitely refer back to it as you create your infoproducts and you'll create better products in less time than you thought possible. Remember, other people can do nearly all the hard work for you. **You just need to tell them what to do, and then rinse and repeat.**

I'll be talking to you again soon. **Good luck building your Infoproduct Empire!**