

LESSON 1

Listen, when you're building a product, what you want as a product that no one can copy. When you have a product that no one can copy, what you have is a moat around your product and therefore around your business. For example, right now you are looking at me and you are looking into my eyes that is very personality oriented. It's my face, my voice. It's very difficult to copy this guy exactly. It's very, very difficult if not impossible. While someone else could come along and utilize my words, they could take the very essence of what I'm putting together, and they could deliver. It would not be the same even with the exact content, so you want to make it as difficult as possible when you're building your product to be something that just can't be copied or cloned. You want it to be as unique as you possibly can and when it's unique, that means it cannot be copied or clone.

So that is one of the key questions. When you are looking at your product, how much of a commodity will this be? How do I make it unique?

One of the tips I want to give you is you can give a special name, you can give certain pieces or parts, special names, which requires a little bit of copywriting, but it is worth your time to come up with unique and special names. When you've got something unique, you can't be copied, you can't be cloned, and therefore the value goes up. The price goes up. That means you make more money, so there you go. That is a tip you can take to the bank.

LESSON 2

Alright, here we go. Listen, one of the big things that I like to help people with is to understand that they can create brand new categories. They can create brand new types of products which in turn create an entirely new category that no one thought of before. You usually can do this by taking two things and combining them in a unique way.

For example, everyone is familiar with going to the movies and seeing a preview for the next movies that are coming out, right? I'm sure you've been to the movies and you've seen exactly that. You go to the movie and you're like, hey, this is good, and while you're waiting for the actual show to start, they show these previews. Now you've also got some familiarity with books as well, so you take your book, you open it up, you're reading through it, and whether it's a physical dead tree book or it is on your kindle. Regardless, you understand the nature of books. You can hit Amazon, Barnes and noble. You can go to yard sales and pick up a book.

Now, what if we took those two ideas, movie trailers, and then books. We take both of those and we put them together. You can create a brand-new product category or a brand-new concept by combining those together. Perhaps you have heard and perhaps you have not heard of book trailers. So, think about that for a moment. If you are an author or a publisher, you could actually put together a book trailer. So, it's very, very exciting what you can do when you put two ideas together and that is how you can create a better product by creating a brand-new product and a brand-new category.

In fact, the product itself defines the category. So, book trailers are good examples. Wrap your mind around that. Think of other places where you can take one concept, another concept, put them together or one product and another product, put them together in a unique way, and then you have a unique product and perhaps you can launch a brand new, unique business out of thin air. So, there we go.

LESSON 3

Here we go. Listen, one of the smartest things that I know you've thought of in some way or another, but maybe you haven't put together or maybe you didn't think of before you created your product is what proof do I have? What proof do I have? So, there are many different types of proof. If you are in the make money online space, some folks call it internet marketing. Some of the proof that is most important is going to be financial proof. However, there are other types of proof that can serve you really, really well.

For example, you can have proof in terms of the amount of traffic or eyeballs that you get, so when you can get people to see your product, when you're able to help other people get those eyeballs, that traffic, whether it's foot traffic, people walking in, or that traffic is clicks, or you want to call it eyeballs or readers or it might be followers, it might be fans.

I think this is really important because you can use social proof. That can be testimonials. It can also be case studies. So, you can take your product and you can then launch it and get that proof. However, very important to know you can utilize the proof that you already have and turn that into a product. The very nature of the proof is what you use to build the product.

Let me give you an example very quickly here. So, I have literally sent thousands of emails out. Now I'm not talking about one email to thousands of people. I've literally crafted thousands of emails in my 10 plus years as an entrepreneur and I've sent those out. I could take screenshots very easily of all the different emails that I've sent out. I could show you my list size, I could show you that I've actually sent thousands of emails.

That is proof that there is no money there. I'm not showing you money, but I'm showing you proof. I'm backing it up with something and people buy proof. They love proof. I love preview, love proof. We all love to hear word of mouth recommendations. That's proof. So, when you can generate any kind of proof, at all, just think about what you've done in your business. Think about your product having some element of proof. When you've got that proof, you've got a product that's going to practically sell itself with very little copywriting with very little influence required because the proof is the influence lever at is the button book that pushes people to make the purchase of your product. Proof is awesome. You can build an entire product around proof. Go for it. Awesome. We'll see in the next video.

LESSON 4

Alright, now this one I absolutely love. I absolutely love. Listen what we're going to be talking about together here. I want this in your mind. Is there one thing that you want to build your product around? Let me give you a big hint here. There's absolutely one thing you want to build your product around. Here's the catch. It almost doesn't matter what that one thing is. What you want to do when you're building your product, when you're developing it, when you were thinking about it, when you're typing things out, when you're drawing it up, when you're thinking about the sales copy, when you're thinking about your customers, it should always revolve around that one thing. If you've ever seen city slickers, you know that there's the old man on the horse and he's talking to Billy Crystal and he says, one thing. What is your one thing? It might be one thing in your heart and your soul.

It might be the one thing that carries through all of the trainings. It might be the one thing that is maybe going through your mind all the time about what value you want to add, what dent you want to make in the universe. But you want to have that one thing that drives through your entire product, the entire promotion, the entire sales letter in the financial newsletter, copywriting world.

Okay, so the financial newsletter, copywriting world, there is the idea of the golden thread. Now the golden thread has nothing to do directly with money. Instead, the golden thread is the single big idea that goes through the entire sales copy and when you break the golden thread, the person drops out of their trance and they leave the video sales letter. They leave the event, the live event. They in their mind, if not body and their mind, they're gone in a long form.

Sales that are those really long sales letters, people will leave. They leave if that golden thread is severed, so when you lose the golden thread, you'll lose your prospect. That is why from the beginning and building your product out and looking at your ideas and mind maps and now your power points and all your videos and all your audio, what you must do is have the golden threads so that every single time you are working on that product, you are adhering to your sticking to the golden thread. This is so critical. You want this for the big idea, for the product, for the marketing, for the delivery, for the followups, even for things like your Facebook ads, Twitter, LinkedIn, wherever it is you're connecting with people, that one thing will carry your product, and that will help you maintain. It'll help you have cohesion from beginning until end. The one thing do not forget about it their way.

LESSON 5

Now this is pretty crazy. Listen, there's usually one thing that will stick out or stand out. Once you look at your product with fresh eyes, sometimes you cannot do this yourself. Sometimes you can't think of this yourself. Sometimes you need to pull in a third party. You need to pull in a trusted advisor or maybe a mastermind that you have access to. Maybe a coach, okay? Maybe what can happen is some outsider comes along and takes a look and they give you the hook.

Now the hook is some outlandish, crazy idea. The hook is what gets people to really stop and pay attention. Now, it doesn't necessarily get them to keep reading or to keep watching or to keep paying attention after that, but it gets them to stop.

The hook gets that person to stop. It really does grab their attention. The hook grabs the attention. Now, it might not have much to do with your product at all. Your product might all be about something like Twitter or Facebook or LinkedIn, something social media. Your product might be about coaching. Your product might be about shooting video. Your product might be about powerful speaking. Your product might be about interaction with the crowd. Who knows what it is, but there's usually one thing that makes the product stand out. It's not the name of the product, right? It's not like The Amazing Wizbang that doesn't get people to stop, right? It needs to be something maybe as simple as how to. There's a tip. It could be as simple as how to. People are very curious how to do what and those folks who are curious about a particular topic or idea or concept.

Let's say traffic, how to get 1000 viewers in one day. Even if you've just started as a beginner...so the hook there is how to get a thousand people to pay attention. How to get a thousand people to pay attention. Even if you're just starting, even if you're a complete newbie, how to get them to pay attention, so how to is a very good way to grab people. It's a simple hook. It's a simple mechanism, but it's going to work for you if you're just getting started.

Now, the more complex hooks are going to be things that are more mysterious, right? They're going to be sort of weird and mysterious, and you just have to know more. So, curiosity driven headlines. Curiosity driven hooks are very powerful as well. You don't have to go how to. That's a brute force way of doing things, but it works.

Trust me. If you've got a little bit of brain power that will allow you to rethink an idea from an outside perspective, you can get creative or again you can bring that third party, can bring someone in from the

outside, a coach, a mentor, right? You could bring in someone who can understand your product with a brand new, fresh set of eyes that has money in the bank right there for you. The hook grabs people, stops them, grabs the attention, and if your products are good and if your sales letter's any good, and if your video sales letter or you're selling mechanisms are good, people will continue on and they'll purchase your product, but the hook is what stops them. Does your product naturally have a hook built in? If it doesn't, you can always build one and that's very important to know before you even build your product before you build your product. Okay, we'll see in the next video.

LESSON 6

Alright, rock and roll. What we've got here is something that has potentially profound and can take you from let's say a \$10 product to a product that can generate maybe \$50 or \$100 for you. Now on the other hand, or maybe further out in bigger picture thinking, is that you might have a product that's already \$100 and you still want to 10 x multiply the value of the product, right? You always want to maximize the value of your product and it's very easy when you have a bolt on opportunity, right?

A bolt on opportunity. So, you have your core product and then what you do is you bolt on another product. It's an upsell, cross sell. You might say, would you like fries with that? Now the problem with, would you like fries with that? The problem is that that's also a onetime purchase. Now it can work. You can sell your \$10 product and then he can sell another \$10 product. Okay, so a hamburger cost a few dollars. Those fries cost maybe a dollar or two. So, you're just adding on. That's an upsell or cross sell, maybe a down sell. In some cases, that's not the real magic.

What you want to be thinking about for true five x to 10 x multiplication is you take your product and you reverse engineer what it would take to add on something month after month after month. Consider that for a minute. Maybe you have a particular, let's say bundle. You have a bundle of videos. You have a maybe a bundle of articles that you want to sell. Hey, I'm going to sell 10 of these photos. 10 of these photos. I'm gonna sell 10 photos and you sell it for \$10 because of the most wonderful photos ever.

What you can then do almost miraculously is you can say, hey, this is after they purchased, hey, would you like to have 10 more photos or 10 more videos or 10 more whatever, every single month? Great! Sign up for my program and I'll deliver them to you every single month. You can do this with PayPal. You can do this with any kind of shopping cart that's worth its salt. You can do this so easy. In other words, you're bolting on a continuity bolt on a continuity, so when you're building your product, this is what's critical about a perfect product. You want to be thinking about, what can I add? What can I add to that product and an ongoing basis month after month? Can I add coaching on top? Can I add mentoring on top right? Can I add mentoring on top of my product? Can I add something on top every single month and then I sell people into a subscription?

Now, there are many ways to sell subscriptions. It can be an all. You can eat buffet like a Netflix or it might be, hey, this is what you get. You get a newsletter every single month. It's a print newsletter, it goes out and you're done, and then if you want access to the archive, you pay even more on top of that, but every month that you're subscribed, you get that print publication.

Do you see? There's so many ways, but your product should be built. Think about how your product can be built from the ground floor up so that you bring people in with your product and then you have continuity in the back end, not just a cross sell or a little upsell. That's an actual continuity. That's money in the bank right there. We'll see in the next video.

LESSON 7

Alright, alright, John S. Rhodes here. Here we go. Listen, one of the best things about having a product is that you can take pride in it if you've built a great product, what you're watching, what you're seeing right now. I take pride in what I do and what I say and how I say it. I don't just throw things together. I really think about them and some cases I script them out. In other cases, I don't, and I just go for it, right?

The point is that I take pride in the delivery of my products when I'm creating them and I do that from the beginning and by having pride and having a certain respect for myself and my products, I'm able to get that into my product. I'm able to really enjoy my product. Now what happens as a side effect of doing exactly precisely that as something that is really, really great?

We've all heard about word of mouth advertising being so important, so good, so awesome. Well, how do you get word of mouth? How do you get word of mouth? You be worthy, be worthy, be worthy of word of mouth. Advertising be worthy of it, so if your product is really high quality, if you've got this great product that you put your heart and soul into and you take pride in and you have respect for your product, you are that much more likely to put it out there with the right energy, positive energy, releasing it into the world.

It's a little woo woo, but you're releasing it into the world with a very positive point of view. It's got the right light shining on it, but also the right light shining from within outward. Again, a little woo woo, but think about the positive energy. Like when I'm here and I'm smiling, I'm saying, hey, I'm not just acting; far from it.

I really believe in what I'm teaching you and training on right here, right now. You're here for a reason. I believe that in my heart of hearts and it comes through. Therefore, when I promote and sell this product or this thing, or I give it away for the right reasons, it in itself because of the nature of the positive energy, believe it or not, it carries out into the universe and people will share this. In fact, under the right circumstances, you should be sharing exactly this message with other people. You should be sharing, in fact this product, if it's in a bundle or if it's by itself. You should be telling people because, hey, there's this guy who's saying the most amazing things. He's dialed in. He gets it. John S. Rhodes gets this stuff. He's amazing, right? I'm saying that so you understand the energy.

I don't think so highly of myself. It's not arrogance. It's not pride in that sense. It's so that you understand the positive energy that comes through from me to you in this product. It's legit. It's real, and I want you to feel that and that's the way your products ought to be. That's the way your product ought to be and you should plan on that and build that into your product because that, again, is money in the bank. It's deposits coming in and it's you feeling better about yourself and about your product over and over from now, well into the future. We'll see in the next training.

LESSON 8

So here we've got something that I've thought about for a long, long, long, long time. Does your product become more or less useful as you bring on more customers? How have you designed your product? Let me give you two examples.

When you have a product that includes a community, when that product includes a community, what happens? You get the network effect. People coming into the product or the program or the training benefit from each other. As the community grows, they even start championing you to each other. They start talking to each other about you. They start representing you usually in a very, very positive way, and then leaders emerge in your community. So, the reason why these Facebook groups or these online communities or even these backend memberships with lots of people worked so well is very much for the reasons that make sense in your mind, in your local community.

Think about different places and people in groups that you hang out with. You spend time with them because you want to be part of the tribe. You want to be part of the community. So again, the point here is, does your product have a built in algorithmically, built in opportunity to increase in value as more people come in? It can be as simple as adding a facebook group to support people, to bring in people, to talk about your product, your service, your coaching and beyond.

Now let's talk about the opposite. Let's say you have a package or a program or a service whereas more people get it, it dilutes the pool. It waters things down. So, let's say you have a unique approach to selling and you let everyone in Austin, Texas or everyone in Nashville, Tennessee, use that exact approach.

Well, what happens is as as more people come in, competition actually increases. So, what happens is that you are creating a product where you are building in competitiveness between people. So, is there a way to take your product and make it so that instead of creating competition, it reduces friction and increases satisfaction? As in our Facebook group example, can you take your product and do something to mitigate the risk of competition?

Well, one way is you raise your prices and you build in scarcity, so if you are going to have competition and the case of like an Austin, Texas local product or a Nashville, Tennessee localized product than what you do is you regionalize or localize it. You build that in from the get go, but what you do very importantly is you raise the prices and you drive the scarcity in your selling message and your sales

letters and you're selling from the stage and your video sales letters so you actually talk about the scarcity and drive up the price.

In general, you want to go for the network effect, but if you have a high-end service of course, or you don't mind limiting your product to geographic locations or other reasons for scarcity, go ahead and do that. But realize that limiting is just fine, but you have to do it intelligently and usually raise your prices. So, there you go. That is a golden tip and again, it's money in the bank. Again, network effect or scarcity and limitation. There you go. Take care. We'll see in the next video.

LESSON 9

One of my favorite topics when it comes to products is you start from the top of the mountain. You build a product that is from the get-go, a full stack. What does full stack marketing really mean when it comes to your product? Very simple. You want to build a product that is easy to turn into other types of products.

There is one way to do that very, very quickly and many of my products, my digital products, what I do is I start with video. I can shoot video after video after video and then what do I do for those people that just want audio, they just want to listen. I'm aware of that as I'm shooting my video. I'm thinking to myself; they might not see my hands and my gyrations. They might not see my wide eyes looking into the camera, but I can talk about things in such a way that the audio is going to be wonderful.

Now, in some cases that means you know, great audio quality and other cases. It's simply means great content that you don't need to see. Like right now. You only need to hear my words if you're listening to this, you don't need to see my face. Although I look wonderful and I'm all prepared to talk and get interfaced with you eyeball to eyeball right now. You don't need to see me to get the sales message to understand that your product is that much better when you start with video, with the intention, with the deliberate intention of extracting the audio.

Now it goes one step further. If we have video and we have audio, what else do we have? We've got transcripts so we can take the audio direct or we can take the video and still get transcripts and turn that into text, but I'm still not done.

That's great for those people that love to read. I love books. I love pdfs, but it goes beyond. What most people do is they forget the next possible step for delivering in multiple channels, multiple modalities, because we can take that text and we can create different kinds of summaries. We can create, you and I, with our digital products starting with video and the audio and then the transcript. We can create cheat sheets, we can create checklists, we can create to do lists, we can create, fill in the blanks. Do you see where I'm going with this? And then we can take those different documents, those different modalities, those different deliveries, and we can provide them as pdfs or word docs. Why pdfs? Because you can make them, so they print perfectly on a printer. You can give away the word documents as well so that people can do the fill in the blank if they want online, they can do it by typing with their fingers on a keyboard or tap tap, tap with their phone to see what we've done.

Here, we've taken a product and we've turned it into five, six, seven, eight different modalities, different products in effect, and what do you think happens when we do that? The customer is that much more satisfied because they get to pick. They ended up being the boss. They're the ones that are truly satisfied because they get to pick exactly what they want. They are in control and when you can control the situation, you feel empowered. When you feel empowered, you feel better, word of mouth increases the value increases in the mind of the buyer, and that means you can also charge more, so make more money by starting at the top of the mountain, starting with in some cases video, or you can start at the bottom with all the different text documents, mind maps, and build up to audio and video.

This is a very powerful, very, very lucrative way of building out wonderful products that you can sell over and over. It's a great way to do it and it's again, money in the bank. Take that one to the bank. I encourage you to use it. See in the next video.

LESSON 10

Hey, John S. Rhodes here, and I have a concern for you and your product. What I see over and over and over is this pool of products that just plain stop working. Usually that happens because the product is very time sensitive and will only work at certain points of the year. It can be lucrative because of the scarcity, but many times products are built to only be working around the holidays. I'm sure you've seen that. I see it all the time with ecommerce. Hey, this works great. There's this golden, perfect, wonderful method.

Come to find out, it only really works around the holidays, Christmas, and that holiday period. Now there's another type of problem related to the death of your product. If you are specifically building a product that shows screenshots of a particular type of software or a particular maybe social media environment, what happens is software changes all the time, new interfaces, new upgrades, things that go away, new buttons, new toggles, new switches.

So, what happens is as you build your product and you're like, hey, I'm done. A month or two months later, your product becomes poof, obsolete. That's the last thing that you want is to put the blood, the sweat, the tears into your product, and then have it evaporate. That is a sure way to commit product suicide unless you can make so much money that overcomes that problem. Now, that does work. You can do a product launch and it can be something that works out really, really well, but unless you can easily upgrade your product and then stay in touch with your customer base, you're really gonna end up falling short. I've seen so many people do things like create wordpress plugins and then the next version of wordpress comes along and they don't upgrade that product. You're left hanging. If you're the buyer, you're left hanging.

That is a terrible thing to do and leaves a horrible taste in the mouth of your customers, so you need to be thinking about your product becoming obsolete because of technology or because of timing or because of some one-time event. Think about the continuity, the life of your product, not just for days or for weeks or for a launch. Think about the continuity and the life of your product over time. This is a sure way to make more and more and more money. That is what works. Think about that before you build your product. That means way more cash in your hand, not just now for a launch, but way more cash in your hand month after month and perhaps year after year. John S. Rhodes talking to you here. Listen, I'll see you in the next video. Can't wait.

LESSON 11

One of the things, two of the things, three things, four things, five of the things I like to say right in a row when I'm talking to some of my high-end coaching students is what can we do based on what we've already got? We all have assets. We have personal assets, we've got business relationships. Those are assets. We've got the assets in our mind. We have our degrees and our diplomas. We have the different things that we've done in our jobs and our lives. We have the resume items, but we've got a pool of assets that we can tap into.

Now with a product, you might have one, two, three, four, five different products already available. You might, you might not know if you don't. You could always go and buy the rights to other products. You can buy the private label rights, the master resell rights, the plain old personal rights in some cases, but then you can go back to the product creator and say, hey, can I get a license for this in some way? The point is is that if you have a product you don't really have really much to work with, you want to have a product that's part of a bundle or that can be bundled with something else or split into bundled parts.

That's really important to take that product and think about it, well not just modules but different products, same product, but broken into maybe four different products with four different names or maybe five different names. This really, really works well. Now, if you already literally have products, especially in digital products, think about adding those into your funnel. Think about the upsells and down sells, the cross sells, and of course the continuity that you could set up. Again, coaching, teaching, training, and ongoing basis or access to a community, perhaps a Facebook group that can work really, really well, or you can simply take that single product and reimagine it and four or five different parts, but those parts are now products, actual products, and then you can price accordingly.

You can also use those different products, right? The one, two, three, four, five products, and you can think about, well, what's my flagship out of these five or these for these three products, what's my flagship out of them? Think about that, and then everything else hangs upon the. The picture that you've painted for the flagship product, that one product now has all these different other products that fold into it. They could be bonuses. They could be used in the funnel. They can be easily broken out and sold on their own to bring people into the flagship product.

What we're talking about here is really treating a product not as a single product, but treating our product as a bunch of Lego pieces that you reconfigure and some cases it's, you know, the death star in

other cases it's the Millennium Falcon, right? So, you can take the exact same pieces and use different blueprints to provide value to your customer. Very important. You want to provide tremendous value. You want to get into the mind of the buyer, what do they want to see, what's best for them in terms of these lego pieces. Not just one thing, but four or five things that adds perceptive value. We'll talk about that in another video. Just think about the lego pieces. Think about breaking your product and the multiple parts and how you can sell based on that. Make your product modular. There we have it. John S. Rhodes signing off. We'll see you in the next video.

LESSON 12

Alright, John S. Rhodes, and I've talked about this previously to many different people, one to one in private and you would think that it would have nothing to do with sales, but it has everything to do with sales. I'm talking about support. What can you do to minimize the support that your product requires? What can you do to minimize support when there's less support? It means there's less friction when there's less support. It means usually that people are more satisfied with their product. They're more satisfied with you as the product owner, with you as the entrepreneur. So, this is really, really important.

When you're able to reduce that load, it means you're also able to work on selling your product. You're able to work on the next big idea. Your mind is working on the right thing. You're working on abundance and growth. You're not working on the negative, you're not working on the contrary, the negative, the what really sucks the life out of you. When you get all these support calls, it can really ruin your day. It can set you off, not for one hour, two hours, five hours. The 10 hours in your day that you might be working, one bad support call can totally crush you, can derail your product.

So, what can you do to make your product as smooth and seamless as possible? We've talked about things like the golden thread. We've talked about ease of use and usability, the human factors, the customer experience. So, one of the best things that you can do in your product. This is the golden tip in your product, is that when someone buys your product, give them a very soft landing. Give them a quick start guide, give them quick start videos, assume they have no time, assume that they're not going to be able to do anything but what's inside the quickstart, and then from there you're able to reduce the amount of support because you can always say, hey, go back to the quick start, go through the quick start. Is there anything that you missed? Is there anything maybe that I can help with or I can clarify that was in the quickstart because it's right here? So, you always want to have that quick start because it's like an FAQ. You can always grow out your quick start as well and just grow that FAQ in the form of the quick start and that's what you can keep delivering over and over.

So, that's just one way of reducing the load on you, the load on your business, the load on your support staff or your virtual assistant or virtual assistance. You want to reduce the friction. When you reduce the pressure and noise in your product. People are happier when they're happier about you and your product. That increases word of mouth, one of the most powerful ways to get your product in front of more people is word of mouth. One of the best ways to get word of mouth is make sure people are happy. FAQ in the form of a quick start and the actual FAQ itself. If you need to build an FAQ, build the FAQ, put it in text, put it in writing, give people pdfs. You can't always do this. It's not always possible,

but when you can, you do it and people love it. They love it, so give them that quick start. The quickstart is your ultimate best-selling support system. It reduces the pressure and noise, reduces the friction, increases happiness, increases word of mouth for you, for your product. That means you grow effortlessly. You gotta love it. Money in the bank. We'll see ya.

LESSON 13

Now, before you build your product, what can you do to practically guarantee that it will be a success? What can you do before you even do anything with your product? Well, it's very interesting. If you can 100 percent guarantee that you've got traffic, then you know that you can have confidence in the building to have your product.

Let me give you an example. So, if you have a blog, if you have a website, if you have a social media presence, if you already have an email list you already have reach, you already have an idea. You already have the knowledge required to allow you to build a product. It's not just a matter of confidence. That's the reality of being able to reach out with push button traffic. If you are the owner of the actual push button traffic mechanism makes sense. However, if you do not have that push-button traffic, what can you do?

Well, you can spend money. You can of course spend money and you can utilize paid advertising so you can fork out the cash that will work for people with deep pockets and will work really, really well for those folks who are already established at the intermediate or maybe the veteran level, the professionals that are out there. This is a great thing and that's how they scale like crazy, but if you're just getting started or you're going into a new market where your push button traffic doesn't work exactly. It doesn't crossover exactly, exactly. What you can do? And this is beautiful, is you can make sure that your product has the backing of at least one joint venture partner. How can you do this? How can you do this? You can reach out to various joint venture partners ahead of time and you can talk about providing them with a bonus. So, what you can do is you can create a product where you're not going to necessarily make money, at least not at first, but you can still get buyers leads.

Whoa. How do you do that? How do you launch a product with a partner? Maybe not make money at first, but still get the buyer leads? What you can do is you can reach out to a joint venture partner and you can say, look, I'm going to build a product based on your product in whole or in part and what I'd like you to do is just put it in your members area or on your download page or however it is that people are going to consume that product. I'll give my product away as a bonus to those people that buy your product and now, you're saying this to the joint venture partner. So, they're like, well, yeah, I'd love to do that because you're adding value to my product. So, the joint venture partner, they're loving this because you're adding more value to their product and now you have a reason to build your product.

You also know really what the audience is for your product. Think about that. You already know you have a built-in audience and if you do things correctly, you're going to get those buyer leads and they're going to be people that you know have just bought a particular product. This is a great way to launch your product. It's a great way to know exactly what you're building, to know exactly how to build it, who you're building it for you. You know who your partner is in this because you've got that joint venture partner. You know you guys talked, right? You figured this out, so provided as a bonus.

This is a great tip, but even if you reel all of this back, just consider before you build your product, know where the traffic is coming from. Obviously, I've given you a great tip or great way forward by working with a partner or by utilizing traffic mechanisms that you already have, but before you build your product, make sure that you know where the traffic is coming from. How are you going to make it rain? How are you going to make that, that traffic come in, those eyeballs? How are you going to do that know ahead of time before you build your product? That's the lesson, John S. Rhodes, signing off. See in the next video.

LESSON 14

I love this one, I love this one, I love this one. Why? Because what it does is it builds out an ecosystem. Let me explain the ecosystem. So, when you build a product and you launch it, how does it line up with those people who have bought other products that you've developed? Are you using the same brand name or the same types of logos and the same colors? Are you dressed the same way from product to product? That might matter, it might not. Depends on if you have a personality-based product. Do you have the same type of fonts and logos? This matters. The look and feel can matter in the mind of the buyer.

So, is there a way to be having a certain wavelength established from one product to the next? Here's another way to think about this in terms of the ecosystem. So, if your product augments or build upon or sells another product, that is a great thing. Apple does this great, okay? What does apple do? Apple sells you the phone first. Apple then sells you the laptop. Apple then sells you the watch. Apple continues to build their ecosystem and once they've got you, they sink their teeth into you and so once you bought one of their products, you're part of the ecosystem and you just want to start using itunes more because that's the way things are baked in to the products. You can do the exact same thing with an information product.

For example, more than one time you've probably heard me mentioned I do very, very high-end coaching for people and I provide people with amazing breakthroughs. If they get stuck, I help them get unstuck. That's what I do. That is one of the strategic values that I provide to people for a very, very high price. Thousands of dollars per hour in some cases, get you unstuck, change your life. Now I can go on and on about this, but the point is is what I just did in the last 30 seconds is I sold another product or another service that I provide. You can do the exact same thing. You can always be selling inside of your product. In fact, people love to buy from you over and over again if you're providing value. Hey, I bought this thing from John S. Rhodes. For a fee he provides this level of quality here and this product. Wow. It's probably safe and the mind shortcuts. We're always looking for shortcuts and I doing what I do. Provide shortcuts in your mind to buy my next product. You can do the exact same thing if you'd like to work with me, if you'd like to fork over lots of cash. Let's talk soon.

There again, we can do that. You can do that in your product as well. People will learn from selling. You're learning right now in this video I've sold you on my high-end coaching again and again and you're still learning. You're like, I see what John's doing. Why is this slapping his hands? Why does he point to his eyes? What's he doing? So, you can learn by reverse engineering what I'm doing. You can model

what I'm doing, and you could do this over and over and over as well and your own product. That's the money in the bank less than for you. Go ahead, make sure your ads are always be selling inside of your products. Be prepared to cite every single product that you create. Alright, John S. Rhodes signing off. We'll see you in the next video.

LESSON 15

Let's start with what's bad, right? Let's start with what's what you do is you make a list of all the objections that you can think of regarding your product and when you think of the objections. You then turn the objections into either what you're going to fix and improve upon, or you utilize the negatives and use judo and your marketing. Okay, let me explain this.

So, here's how you turn it into the positive. So, you look at the objections and you say, well, my product is only videos. So, you say all of my videos are less than five minutes. In fact, every single video is less than four minutes, so you can just watch these on the go. Watch them on the fly. You can watch one, watch them all. You can binge watch my videos and you can go on and on about the nature of the benefits related to your video only product. Very important.

Now, if your particular product has no video, no audio, but it's only text and do the exact same thing, you can say no video. You don't need a phone, don't need a computer. You just need to get the written version of this. Maybe it's something that you sent in the mail. Maybe it's a brochure or a set of products that are just printed out a book for example, and that's it. That's all it is. Or you can say, look, jump on your computer or print it out and then take it with you. You can always carry this with you, and you can annotate. You can mark it up because you can't easily mark up audio, but it's easy to print out a piece of paper and mark it up so now you can see what we've done there just with the modalities of audio, video and text, and we turned that into a benefit. You just spin it, you think about it and you turn it into a benefit within your product when you're building your product. Now I of course thank you. Have to have audio, video, text, you name it as many modalities as we possibly can.

So that's just a fast example, but on the other side is you might actually turn things into a real strong selling point and your sales copy, so it doesn't require, doesn't need, doesn't need an on and on. So, within your sales copy, you're just chopping out all of the noise, all of the fluff, everything that someone doesn't need to get the best from you and your product. I hope that makes sense. You turn the objections into selling benefits and your sales copy in your sales message. It doesn't necessarily mean that you need to your product or reimagine your product. That is something that you can consider. That is something that you can do by being the devil's advocate. By playing devil's advocate with your own product, you can find holes that you can fill and then you filled those with bonuses and you fill the objections up with other products that you license or you partner up with someone and they provide you with the answer to the objections. That's what you do, or you leave the problems that are in there and you turn them around and you're turn those into benefits or opportunities in your sales copy.

So that's what you do. You must think about your product as having some problems, some flaws. Every product has flaws. Every product has issues. For example, this video right here, there are issues with this video right now. Audio issues. Maybe I screwed up and what I was saying, maybe I left words out. Maybe I mangled some words. I can then say, this is authentic, this is real shot live, and I turned that into. I turned that into a benefit. Get me, you know, raw and real and live looking you in the eye. This is not something scripted. This is not something professional. You know that it's real so you can see what I just did right there. You can do the same thing, so it's not really an objection as much as it is an opportunity. Always flip, always invert, always invert, always turn it around and make it an advantage. But think about it as you're building your product. No, that it's not perfect, and yet you can make it feel perfect in the mind of the buyer, and that's what matters money in the bank, right? See you in the next video.

LESSON 16

Hey, here we go. I'm starting right off. Boom. Here's the deal. Your product should be so clear in your mind and in the mind of the buyer, potentially me, potentially someone down the street, potentially someone online from another country, someone as looking at your product, and it's one person at a time. You are communicating with one person at a time. You're never selling to an audience. You're always selling to a customer. You're always marketing to a customer, an individual, one person. I'm talking to you right now, it's you and I. There's no one else here, there's no one else here and there's probably no one else with you right now, so let's take this one step further because it's just you and I.

We need to get real about one thing. That is, you really do need to have an elevator pitch for your product. In other words, your product needs to be so clear in your mind. It needs to be so clear in the mind of your prospect who will soon be your customer. What you need to have confidence and of course that product that you're developing of that product that you're thinking about, that product that you're building right now. That product needs to be so clear, so obvious that you are able to say it and explain it in one sentence. Your product is so clear, so obvious, so good that you're able to explain it in one sentence and you should be working on this over and over and over. Very often.

Here is something so magical, so wonderful that it's worth everything that you've ever heard from me and all the other trainings that are combined with what you're getting today. Take everything I've said so far and this is perhaps better than everything, and I do mean that you can take that one concept, that one idea, that golden thread, everything that you've been piecing together, come up with that one sentence and if it's the right kind of sentence, it becomes either the headline of your sales copy or the hook, or it's the seed that you plant in the ground and then the headline grows from there.

That single sentence that really captures the gist of your product and has life to it, has possessed, has strength to it. That my friend is such a golden tip that you can take it to the bank because if it takes many, many sentences to describe your product, a confused mind will not buy. If you can take your product and condense it down in that one idea, you'd know that you can stay on target about that product. You can stay on target as you're building it out. You know that as you're writing your sales copy that you can always go back to the golden thread that is inherent and the single driving force. That one idea that you've put into one sentence.

Think about everything else that you've heard, everything else that you've learned from me and you take that, and you put your idea for your product, whether it's been built or not, doesn't matter. You

take it and you collapse it into one sentence, the elevator sentence, the elevator pitch, but less than 30 seconds because it's one sentence. It might be your headline. It might just be the seed that you plant that can then grow the one idea turned into one sentence. That's your tip. Money in the bank. Can't wait to see you in the next video. I'll see you, John S. Rhodes signing off.

LESSON 17

Alright, John S. Rhodes, and what I've got for you here is such an insight, such a breakthrough that I'm surprised that I'm sharing it with you, but I am. I'm sharing with you because I believe in you and I trust you and I think that you're going to use this in a way that the world will get better. Everything that you do from here forward as now part of this movement, part of this breakthrough, part of your minute, your moment with me right now. Now what you just heard as an intro that provides you with a good feeling. I'm smiling. I'm happy. There's positive energy built in here, but what matters more than anything and what I just said in those first 30 seconds or so as that I am trying my damndest to provide you with maximum value, true value, life changing value for you, life changing value for me because as I teach this and show you this, I transform. I get better. I'm able to think about who's actually watching this, in benefiting from this and using it to make a dent in the universe.

That is the key of the energy, so you take the key and you unlock the treasure chest, and inside is the glowing gold energy washing over. You have confidence in power, but what it really is, is the value that you're unlocking and unleashing upon the world, and that ultimately is what your product must do. I'm very serious when I say this. The products that you create can transform other people permanently, make their life permanently better. It can feed people, it can build churches, it can help people recover from depression. It can raise or boost self confidence. It can help people shed bodyweight. It can help people renew broken relationships. It can help people date and find their lover. What you build, what you create is adding value to the universe, and if it doesn't, damn your eyes. Damn you. I'm kidding, but not exactly because the product that you create, really all the products that you create must come from the mind, but also the heart and the spirit. Yes, a bit woo woo, a bit of fuss around that, but there is something called Karma. It has product Karma.

If you put a crappy product out into the universe, that will come back and it will splatter upon you, and if it's you gain, you're not looking for it, but you gain wonderful and if it splatters upon you and it is not wonderful and it is not bright and not beautiful and you're not providing that value, really what's happening is you're ruining everything. Don't let that happen. Provide value. The End. John S. Rhodes signing off.