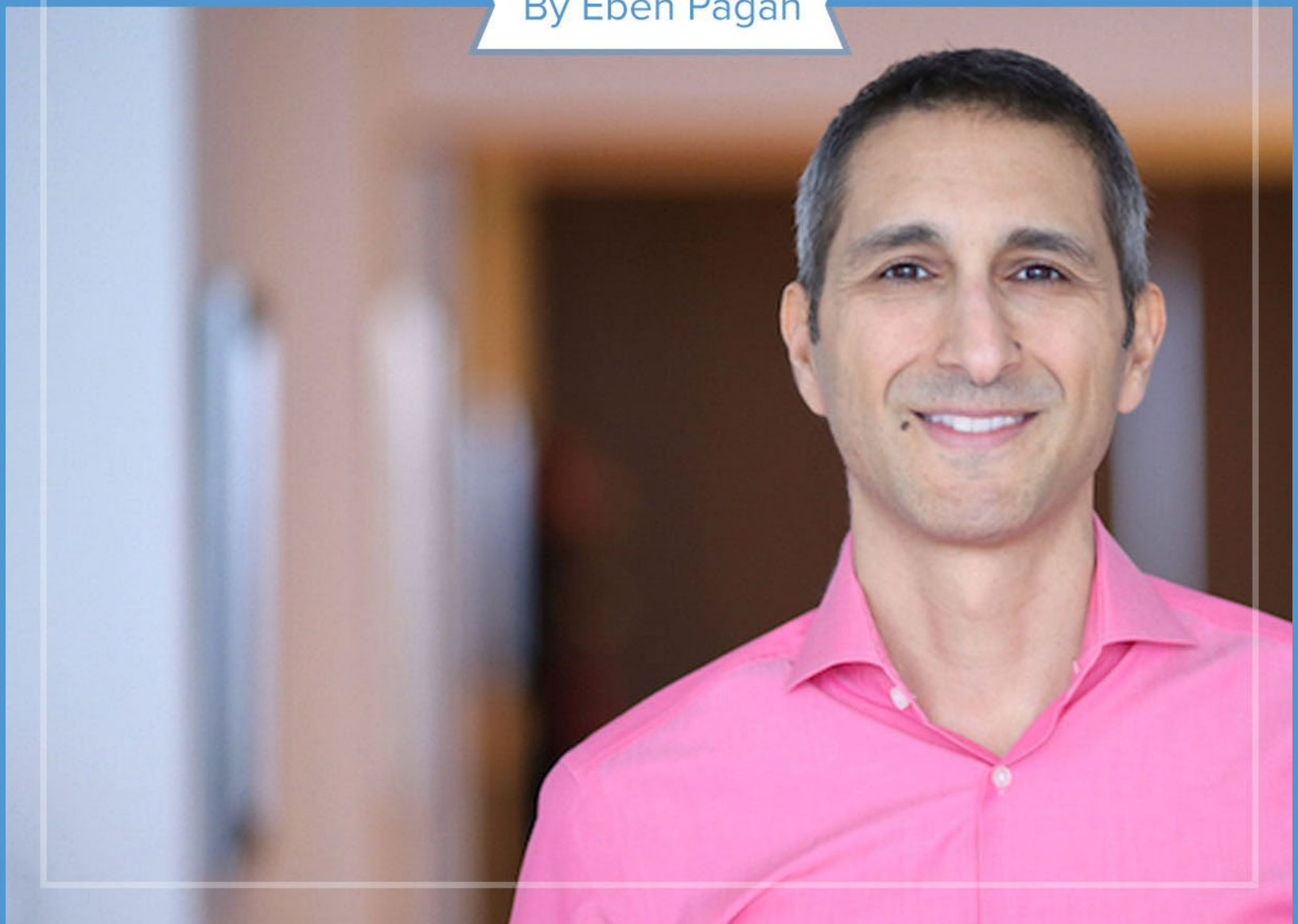
Passion To Profit

How To Create A Digital Information Product That Sells Itself

By Eben Pagan



Hi it's Eben Pagan.

Inside this book, you're going to learn how people all around the world are starting and succeeding as the "new educators" by writing and publishing e-books, video programs, membership sites and creating highly successful businesses selling these programs online.

I'm going to teach you some of the **best** lessons that I have learned in over 10 years of working in the information product industry and personally selling well over $100 million worth of information products in many different niches and businesses.

If you're completely new to the information product business, you'll find this book extremely helpful in getting started.

It'll not only give you a solid overview of the business, but also provide you with a *step by step system* you can use to build a successful information business starting right now.

If you're already familiar with information marketing or you have an established information product business, I also believe that you'll find a lot of value in this publication.

It will not only be a great refresher of some foundational concepts you may have forgotten, but also provide some unexpected insights that can take your business to the next level.

Let's get started.

Chapter 1 - Information Products and Your Opportunity to Help Others.

In this first chapter, we're going to cover our initial bases.

You're going to learn what an information product actually is and more importantly, why it's such a massive opportunity for you to not only help others, but to also create a very successful information business in the process.

You'll also discover the single biggest mistake new information product creators make when starting out and why it keeps them perpetually stuck.

Let's first talk about what an information product actually is.

WHAT IS AN INFORMATION PRODUCT?

In simplest terms, an information product is any piece of knowledge that has been recorded down and sold — whether that be in forms of print, audio, video or other multimedia.

From books to video trainings, from podcasts to webinars, and from online classes to coaching programs — information products now dress up as many different things.

It's important to note that information products can also be in the forms of services such as one-on-one coaching, personal training, and the likes.

In fact, I'm going to be using the two terms 'products' and 'services' interchangeably in this report.

So whether you have an actual 'tangible' product like a book or video program...

Or you have a service like personal coaching...

I'm going to be referring to both as 'information products' in this report.

THE MOST VALUABLE COMMODITY IN THE 21ST CENTURY

Another way of looking at information products, or information in general, is as a **commodity**.

In fact, information is now *the* most valuable commodity in the 21st century.

Almost like 100+ years ago when electricity installed itself as the most valuable commodity on the planet....

Information has installed itself around us as *the* most sought after commodity in the modern world.

Let me explain.

In today's post industrial age, we humans are valuing **knowledge** more and more and physical possessions less and less.

We've moved into what Peter Drucker calls an "Information Society".

In most first world countries, knowledge work has replaced manual labor as the primary form of labor.

Most people are now "knowledge workers" and work more with their minds than they do with their hands.

We do things like accounting, consulting, computer programming, design work, and a million other things that are about using our minds to create value in the form of information, knowledge, methodologies, and systems.

That is what's on the rise.

AND HERE'S ANOTHER THING THAT'S CHANGING.

Because information is niching out and getting more and more granular and refined, people are becoming more and more interested in picking out the little bits of information that they want to learn — in the order that they want to learn it.

It no longer makes sense for them to go and sit in on all the different rooms and classrooms that they would need to in order to get that knowledge.

They want to get access to *just* the knowledge that they want, when they want it — and they want to have control over that.

As a result, traditional forms of education are slowly falling out of favor...

And taking its place is something Peter Drucker, the world renowned management expert and author, referred to as “Distance Learning”.

> *“Universities won’t survive. The future is outside the traditional campus, outside the traditional classroom. Distance learning is coming on fast.”*
> **– Peter Drucker**

SO WHAT IS DISTANCE LEARNING?

In perhaps the most relatable terms, distance learning is what you’re engaged in right now as you read this report.

As you are going through this material, I'm not in the same room with you.

We're not together at the moment, yet you're still learning.

You're learning through distance.

This idea of distance learning through information products and trainings is what's going to take over where the universities have left off.

THE $400 BILLION DOLLAR INFORMATION INDUSTRY

As a result of the changing trends, the information industry is now something like a $400 billion per year industry — and all signs indicate that it's going to continue to grow.

Needless to say, this presents a huge opportunity to capitalize, for those who know how.

In my own experience, I've been able to capitalize on various different segments of the industry.

I started my first information product business writing a simple ebook on dating advice of all things...

I managed to take that ebook and turn it into a business that grew to over $30 million in sales.

Afterwards, I transitioned into other niches, other products and services, and now 10 years later I've sold well over $100 million worth of information products and services and trainings and coaching in over 10 different niches and businesses.

Now I don't say this to brag or impress, but to impress upon you that this opportunity is real — and it is not limited to any one niche or market.

ARE INFORMATION BUSINESSES STILL GOOD BUSINESSES TO PURSUE?

Now a question I often get is, "Are info products, advice and training good businesses?"

In other words are they *still* good businesses?

Well... all of my research shows that they are.

Many signs point to the future growth of the information industry.

As one example, if you check the sales statistics on Amazon, you'll find

that ebook sales are now far higher than printed book sales.

And with the rise of all the different devices that allow us to carry many, many, many books on one device or access them online directly, this will lead to a lot more growth in the information industry.

With trends like this, along with my personal experience, I believe that the information industry of info products, advice and training will continue to be a great business long into the future.

2 MAJOR BENEFITS TO MARKETING ADVICE AND INFORMATION ONLINE

Now that you have an idea of the opportunity at hand, let's talk about two of the major benefits of marketing advice and information.

Location Independence

Most information products and services can be created, marketed, and delivered from literally anywhere.

When I deliver or create a product, I can do so from my own home office.

If I'm writing, I can do so anywhere as long as I have my laptop.

I also have a little closet in my home office that I've put some sound proofing on the walls.

If I need to record some audio or video, I simply set up a little microphone and my computer in the room and I can create my programs without leaving the house.

Additionally, all these tools are extremely easy to carry with me.

Last week I had to travel to some business meetings so I flew from one end of the country to the other and brought my laptop and recording device for a training I was giving.

I recorded the presentation and afterwards, turned it into a product.

The point is, with information products, you can literally create them anywhere you want, and with today's technological advances, you can create them for very little cost.

Very few other businesses can offer this kind of location freedom and flexibility, which makes the information business a great business to be in for the long term.

Priced By Value

Another great part about marketing advice and information is that you can price it by what it's worth to the end consumer and not by what it's actually 'made of'.

I've sold information products from $20 up to $24,000. The $24,000 program was a high-end coaching program that we did. We sold many books for the $20 range.

I first had this 'Aha' moment when I saw Jay Abraham's book, "Stealth Marketing" being sold for $1000 a copy.

At the time, I thought it was a bit pricey for just a 'book', but after I got my hands on it and went through it, I realized, "Wow, this information is *worth* a lot more to me than $1000".

That experience woke me up to the idea that if you find the right need and the right niche and you develop your ability to create value there, you can really sell your information products for very high prices.

ENTER THE MODERN GURU

Now that you know a little bit about what's possible, let's talk about an idea I call "The Modern Guru".

With the onset of what we might call the mass niche-ification and granular interdependence of modern life, this has created a new type of figure in the world.

I call this new figure "The Modern Guru".

Modern gurus are becoming more and more successful and getting more and more status in the world.

Let's unpack and talk about what these words and ideas mean.

MASS NICHE-IFICATION

What is mass niche-ification?

A good metaphor for this is Adam Smith's pin factory.

Adam Smith was very famous for taking a look at economics and productivity from new perspectives.

What he discovered is that if you let one person alone and you say, "Make me some pins" (regular little push pins that you might use in sewing), that person would be lucky if they could make one or 2 pins in an entire day if they had to do the entire process...

However, a small group of people who are all dividing the labor and specializing in one part of the work can increase the number of pins exponentially...

So whereas one person might make one or 2 pins, a group of 10 or 15 people who've all specialized (one of them melts down the metal, one

of them draws the wire, one of them cuts it, etc), a group of 10 people can create 10,000 pins in a day.

Again, because they've divided the labor and specialized, they've taken a lot of the inefficiency from moving from one task to another and having to learn all those different tasks and having to manage all of that stuff.

Well this kind of division of labor and specialization has really exploded in the last 25 to 50 years — **especially in the knowledge realm**.

This is what I call the mass niche-ification or ultra niche-ifying of the world.

For example, if you look at what happened to marketing companies when the internet started up...

All of a sudden, in the marketing departments in large companies, you didn't just have someone who was the copywriter, and someone who was the creative director, or someone who was the designer...

Companies now needed someone who was a 'search engine marketer', since search engines were now a thing...

Then several years later, as search engines marketing started maturing, companies again realized that there was more than one way to market on search engines and they now needed to hire a 'pay per click' marketer...

Then that proceeded a little bit further and those categories started dividing again, and again...

Big companies now, are facing the fact of having to deal with hiring all these new types of people and new types of marketers...

But here's the truth: There aren't enough experienced professionals around in these newly created niches and sub-niches.

Now that's a really big challenge for businesses, but it's also a great opportunity for individuals to learn one of these new skills that has only just emerged in the world and become the guru in the area.

I call these figures who specialize in understanding how to deliver solutions, benefits, and results in a particular micro niche, "the modern guru".

Modern gurus, again, are becoming more and more successful in gaining more status in the world, both personally and in business.

And of course, this doesn't just apply to the marketing or business world, there are gurus in any market from fitness, to design, to technology and virtually every other niche you can think of.

As I look around in my life more and more people are hiring coaches and consultants.

More and more people are buying information products and books.

More and more people are going out and finding others who have learned to understand this one little micro niche where they need a solution, and buying that knowledge and information from the right gurus.

You have an opportunity to become a modern guru in your **own** niche, and in this report I'm going to teach you how.

THE SINGLE BIGGEST MISTAKE PEOPLE MAKE WHEN SELLING INFORMATION PRODUCTS

Now before I get to the first exercise for turning your knowledge into information products, let's talk about the biggest mistake you can make when selling information products:

Trying to sell yourself and your expertise

So what do I mean by this?

I mean that most experts believe that people want to buy them and what they know, which isn't true.

In fact, it's a mistake that will almost certainly cause you to fail.

People don’t want to buy you and your knowledge.

They want to buy a solution or an outcome to their problem.

Inexperienced professionals, inexperienced gurus, inexperienced folks who are selling information products, try to sell themselves.

They’re always working on the ego thing because that’s what they see other people doing so they just imitate.

That’s not what works.

What works is identifying your customers needs and creating a solution to that unmet need.

Remember this: Modern gurus succeed by offering results and solutions.

Benefits, results, solutions, and relief.

In other words it’s critical that you offer your customer what they want to buy NOT what you want to sell them.

DISCOVERING YOUR KNOWLEDGE GOLDMINE

The best way to start making this mindset shift is to begin by identifying your valuable expertise.

In other words, what do you know that's valuable, that others will seek you out for?

What do you know how to do that helps solve a problem or delivers a relief?

For some people, it may be fixing computers.

For other people it may be teaching people how to improve their relationships.

Still, for others, it may be helping people lose weight or get healthy.

These are just a few examples, and it may or may not be your expertise, but just remember that at the end of the day you want to choose an expertise that solves a problem or delivers a relief.

Because when you are solving problems and delivering relief, you are offering direct benefits and results, (not just products), and that's what people actually want to buy from you..

Chapter 2 - How To Target A Profitable Niche

In this chapter, we're going to be learning something that may be the single biggest driver to your success as information product business owner: Finding and Targeting a Profitable Niche.

This is critical — because, at the end of the day, if your niche is wrong then nothing you do will seem to work right.

Not your product. Not your marketing.

Everything will be an uphill battle.

On the contrast, if you get your niche right, then it makes everything else you do in your business MUCH MUCH easier.

I've invested almost 10 years now building successful information businesses in dozens of different niches, and in a moment, I'm going to teach you the exact process I go through when I'm targeting my own niches.

I'm also going to share a list of the hottest proven "information product' niches that work right now — and that will work well into the future.

Let's get started.

WHAT IS A NICHE?

In simplest terms, we can define a niche as a **need many people have that your product solves**.

In other words, your niche (or your market) is a **combination** of your target customers and the products and services that you sell them.

It's not just about picking out who you want to sell to...

and it's not just about creating a product...

It's the combination, the match, between these two parts that make up your niche.

NICHES ARE NEEDS

Now when you start seeing niches as needs, you may experience a certain paradigm shift.

You immediately realize that, if a niche is a need, then it isn't something you can just "pick" from amongst a selection of items.

You realize that a niche is something that must be found, identified, and

developed.

One of the big mistakes that I see even experienced information product creators, advisers, coaches make is that they think that their niche is who they want it to be.

They think that they can simply choose their target audience at a whim based off their current experiences, rather than going out and finding out where there is a need.

And what ends up happening more times than not, is that they end up creating a product that people aren't really looking for, or at least, not exactly what they are looking for.

So its much smarter to look at niches as needs **first**.

Then create a product AROUND that need.

YOU MUST GET OUTSIDE OF YOURSELF TO WIN THIS GAME

In order to find the needs that people have, you have to start thinking from a customer's perspective, not your own.

Our natural tendency is to do is what makes sense to us in each situation. (i.e you create the product that you THINK the customer might

want)

The successful thing to do is to think like a customer from the start. (i.e you find out what the customer ACTUALLY wants, and create a product around it)

If you're not used to stepping out of your perspective and thinking from the position of someone else yet, it may take some practice to get used to...

But remember, to win this game, you must get outside yourself and into the customers shoes.

THE MOST PROFITABLE BUSINESS SKILL ON EARTH

In my opinion, the most profitable skill that you can have in business is 'empathy' — or more specifically 'compassion.'

Empathy is the ability to understand another person's feelings, perspectives and emotions.

Compassion is kind of like 'proactive empathy'.

While empathy is kind of an automatic inclination to feel for another person, compassion is when you actively go out and try to understand

how another person is feeling.

The trick is that these skills must be practiced.

They must be developed and used regularly to succeed as a conscious business owner and creator.

EMPATHY WILL GIVE YOU THE BIGGEST INSIGHTS

When you develop this skill called empathy or the higher level of it called compassion, you are continually imagining what it's like to be the other person.

You are actually closing your eyes, taking some time to project into them...

Imagining yourself going through their life, encountering the challenges that they are running into, the situations that they are experiencing, the words they are using in their heads to describe it, the conversation that they are having with others, the emotions that are triggered and so on...

And it is during this process that you will find your biggest “aha” moments that you need to create successful information products.

This is where all the big business insight will come from.

This practice has been very valuable to me throughout the years and I encourage you to take it on as well.

YOUR PRODUCT IS AN OBSTACLE TO THEIR SUCCESS

Now that we've talked a little bit about the "need" part of the niche equation, I want to talk about an important mind shift as it pertains to the "product" side.

When you really think about it, you'll realize that your product isn't the solution.

In fact your product is a barrier, an obstacle, that is in the way.

Imagine it as a board game and your customer is starting at the beginning...

In the middle is your product.

At the end is the result that they want — the outcome that they want in life.

For example they might want to lose 20 pounds of fat around the middle or they want to get out of $10,000 in credit card debt or they

want to find a partner to marry and have a long term relationship with...

When you picture it like this, your product is actually a barrier that they have to cross over in order to get to the result that they want. It's an obstacle or maybe even a hustle for them.

In whatever case, you product isn't the solution.

Your eBook is not the same thing as them being out of debt.

Your video program is not the same thing as losing the 20 pounds of fat.

Your coaching program is not the same thing as them actually going out and finding their partner.

You've got to see that this is a clear distinction that they are not the same thing.

NOW WHY IS IT VALUABLE TO THINK ABOUT YOUR PRODUCT AS AN OBSTACLE?

You might say that sounds like a bummer, but it is actually extremely valuable to think of your product as an obstacle because then it forces you to stop focusing on you and your product and how great you are and instead start thinking about what it is that your prospect actually

needs.

Once again, when you get really clear about their needs and wants, you start creating products that get them the solution they want as fast as possible.

Not a product that's filled with all of your knowledge and your wisdom and insights which really might not be interesting to them at all.

THE NICHE TEST

Now let's talk about what we call “The Niche Test’.

The Niche Test is a set of three questions that you want to use to test the potential of any niche or product idea that you have before you invest time and money into it.

If you get three yeses, you've got a niche or a product that you owe it to yourself to test.

If you don't get three yeses you want to keep working on it until you get three yeses.

Here are the three questions:

1. Is your customer experiencing pain and urgency or irrational passion?

In other words are they emotionally motivated? If they are not triggered emotionally or not experiencing emotional pain or strong passion then it's probably not a good idea for a product or niche because they are not motivated enough.

2. Is your customer proactively looking for solutions?

Is your customer actually getting off their butts and actively looking for a solution to their problem? This is kind of proof that they are experiencing enough emotional motivation that it makes them a good potential market. If they are not proactively looking for solutions and if they are not out doing research to find a solution to their problem, then you have to play the game of talking them into wanting what you're selling, which is usually an uphill battle.

3. Does your customer have few or no perceived options?

This is important because if your customer has lots of perceived options then you have to play a competition game. You want the problem you solve or the solution you deliver to be narrow and concrete and specific enough that when your customer finds your solution they say, “Wow! I really haven’t seen anything quite like this.” That’s when you can start to build value, charge higher prices and literally dominate the market.

THE BIG 3 MEGA NICHES

Most information products that are sold in my experience are in one of 3 broad categories: Health, Relationships, And Money.

In fact, probably 80% or 90% of all the information products, eBooks, audio trainings fall into these categories, so if you are stuck on a niche to choose, then these are good starting points.

Now yes, there are other good niches out there (i.e how to play the guitar, golfing poker, etc) where folks make a lot of money in and you may be able to do well in one of those too...

But what I recommend sticking with these three if you are just getting started.

If not, try to make sure that one of these three mega niches intersects with whatever it is that you are doing.

It’s a safe bet, because these are the things that are proven to work and will continue to work long into the future.

29 PROVEN “MULTI-MILLION DOLLAR” NICHES

Speaking of long into the future, let's talk about a group of 29 niches that will work long into the future.

I've done the research on these sub-niches and everything indicates that they will work long into the future and sell millions of dollars worth of products and services.

I talk more about these in my Niche Intelligence Report which you can download for free on my website, but I'll just cover them briefly here.

Health and Fitness

- Natural weight loss
- Stress
- Muscle gain
- Easy exercise,
- Fat loss
- Organic food
- Raw food
- Natural healing
- Wellness
- Any specific health problem

Relationship and dating niches

- Dating
- Relationships
- Marriage
- Sexuality
- Conflict

- Divorce
- Body language
- Parenting
- Education

Money

- Real estate
- Foreign currency trading
- Investing retirement
- Retirement
- Debt and getting out of debt
- Starting a business
- Making money
- Marketing
- Time Management
- Getting a job

So there you have it...

29 Powerful niche market opportunities that sell tons of information products right now, and that will work long into the future.

Now if you plan to pursue any one of these niches, I highly recommend that you niche it down a few more levels and find that one sweet spot where people are actively searching for solutions yet there are no information products available...

More importantly, make sure that each sub-niche that you end up finding passes 3 Question Niche Test.

In the next chapter, I'll share with you the single most important thing you can do to create information products that *sell themselves*.

"THE DIGITAL PRODUCT BLUEPRINT"

If you like what you're learning and you want even more specific and advanced strategies for creating your own digital information product and launching your online business from the ground up, click the link below to get my comprehensive digital product blueprint.

http://digitalproductblueprintaccess.com/get-started-video/

Chapter 3 - How To Learn Directly From Our Customers

One of the biggest reasons new products and new businesses fail is because of a lack of understanding for what the customer wants and needs.

Because when you don't understand what your customers want and need, you make your products based off what you think they should want instead of what they actually want.

So essentially, you're kind of throwing mud against the wall and hoping that it sticks.

This is not a strategy that I recommend.

The better way, and not to mention the faster and cheaper way, to create a successful product, is to talk to your prospective customers and get it from them, exactly what it is that they are looking for.

When you do this, you'll be able to create products that practically sell themselves.

In this chapter, we're going to be learning about the power and value of learning directly from your customers.

You're going to learn how to effectively interview your customers and extract valuable insights that you can later turn into products that sell themselves.

In my opinion, nothing will get you up to speed and in the know faster than the live conversations with real people who have real needs so make sure you really master the concepts in this chapter.

GETTING OFF THE IVORY TOWER

Most of us sit inside of our ivory towers, safe behind our computers, our telephones, and our desks... not interacting with real human beings.

Instead, we wait for them to come to us because we don't want to rock the boat or risk anything.

Yet, what I've found is that your customers and your prospects will tell you just about everything you need to know for creating your products if you just go out and ask them.

And 9 out of 10 times, they'll do it for free.

You won't believe the insights you'll uncover when you ask your prospective customer questions like "What's your biggest fear and frustration? What are your biggest challenges? What would you like your outcome to be?"

Its VERY enlightening.

People who have problems, challenges and desires will talk to just about anybody who's willing to listen about what they are looking for.

They really will.

This is truly one of the big "Secrets" of success with information marketing.

So it's not surprising to me that most of the people I know who are highly successful in information product marketing have a lot of direct one on one interaction with their prospect and customers.

But...

HERE'S THE CATCH

This requires you to face **your** issues.

It sounds well and good to talk to customers and learn directly from them, but to do it, you must overcome fears of rejection, confrontation, shyness, and other issues.

We don't grow up in an environment where we're taught to go out and

ask people what their challenges are in life and what they want in life.

We don't want to piss someone off or disturb them out of “politeness”.

We think it would be much better if we just sat and we figured it out for ourselves without asking.

THIS IS JUST NOT THE WAY TO DO IT

In order to create a successful information product that people will buy, you really have to get out there and interact with your customers on a daily basis.

This is the only way you will be able to really understand them on a deep level and uncover the problems that they are looking to solve.

SO HOW CAN YOU GET PAST THESE MENTAL BLOCKS?

Well, there are a lot of different ways.

You can start going to a little Toastmasters, which is a popular public speaking and leadership development company that helps you improve your personal and professional communication.

I’ve done this myself, and I highly recommend it because you get to put

yourself in a low pressure casual situation where everyone is helping you improve.

You can also just start going to more social events. You can read books about how to approach people and start conversations.

One of the best books I've seen on this is Susan Jeffers' book, "Feel The Fear And Do It Anyway."

The point it this: When you learn to feel the fear and do it anyway — when you overcome your own inner issues — that's when you can really start opening up the doors to long term success.

Don't overlook this, because it really is one of the key factors to your long term business success.

HOW TO LEARN FROM YOUR CUSTOMERS

Now that we've talked about some of the things that might prevent you from going out and talking with your customers, let's talk about what you actually ask your customers when you get them into a conversation.

The two most important discoveries you need to make about your customer are:

- What’s driving your customer
- What your customer wants

The two questions I always ask to find these out are:

- What’s your biggest fear or frustration?
- What’s your dream scenario or outcome?

These two questions and variations of them can give you more insight into what's driving your customers and what to use as the content of your products and your marketing than any others.

When you ask someone what is frustrating them, and you really dig into the question, that person is going to go inside and find something.

Usually it’s something totally irrational that is triggering the fear or frustration. It’s also something that’s private and very personal to them.

When you ask someone what their dream scenario is you’re really asking them what is the result they desperately want in their own words.

They’ll go inside and tell you about the pictures they see in their head and what they imagine it’ll be like when they have the final result.

When you get these two pieces of the equation, (fears and frustrations + dream scenario), you become very powerful in terms of how you can create and market your product.

IT'S USUALLY NOT WHAT YOU EXPECT...

By the way, the answers that you're going to get from your customers will most likely not be what you expect.

Sure, you may hear some things on that surface level that you already knew about, but when you really DIG deep into their answers, you're bound to find some things that you couldn't have imagined sitting at home.

You'll know it when you hear it because it will give you one of those 'aha!' lightbulb moments.

I'll give you an example of this in a moment, but for now, just remember that when you discover these valuable insights in the conversation, jot them down immediately because these are the distinctions that will make your products and marketing that much more powerful.

THE SECRET TO ASKING PERSONAL QUESTIONS

Again, you might be uncomfortable asking these personal questions because we're taught culturally that it's rude and tactless.

You might think that it’s impolite and you don’t want to offend someone by asking questions that might be embarrassing for the other person to answer.

However, what I’ve learned is that people will answer even the most personal questions if they think its going to get them what they want.

That’s the real secret.

People will talk all day long about their biggest fears and frustrations, wants and desires, if they think it’s going to get them closer to their dream scenario.

In contrast, they won't talk about them if they don't think that it's going to get them closer to getting the desired result.

For example if you just show up and say, “Hey what’s your biggest fear or frustration?” to some random person, you probably won’t get a very good reply (if one at all).

On the other hand, when you find someone who is pre-qualified in some way — say you met them online in a forum or they’ve been referred to you or they responded to a survey request you put online — you’ll get a much different reply to that question.

You see, there are people out there who will actually raise their hand and say “I want you to ask me what’s going on with me because I want to get the results I want and I’ll do anything to get it”.

When you start finding and talking to these people, they will gladly answer all your questions.

In fact, they might be so eager to tell you everything because they are just happy to have someone who is listening and wants to understand and help them, that you might not even believe it.

It’s a real paradigm shifter.

YOUR GOAL IS ‘UNDERSTANDING’

Einstein has a famous quote where he says basically that, "If you understand how to think about a problem and grasp how to think about the problem, the solution becomes relatively easy to find and implement.”

If you don't even know how to think about the problem — if it's beyond you — you're going to be feeling around in the dark with a stick or throwing darts at a target that you can't see.

You need to know what the target is. You need to know how to understand the problem that you're trying to solve.

And when it comes to building an information product, that problem is the specific challenge that your customers is trying to solve.

Once you start interacting with your customers and you really get a pulse on their fears, frustrations, wants, and desires as it pertains to that specific challenge, then it becomes easy to create products and marketing that work.

> *"Enter into the conversation that your prospect is already having inside their own mind"*
> **– Robert Collier**

Another way of approaching your interaction with your customers is to listen for the conversation that they are having in their head.

Let me explain.

Each one of us is walking around having an endless conversation in our own heads.

Your job is to find out what that conversation is and then join it.

The way to enter the conversation they're having in their head is to:

1. Get them on the phone or in person and start asking them questions about their fears, frustrations, wants, and desires. As they talk about it, you will get a feel for what they're saying to themselves in their head. The questions they're asking, the pictures that they're making, the conversation that's going on inside of their head.

2. Then what you can do is say to yourself, "Okay now, how do I enter into this conversation that's already going on?" and try to project yourself into it. You may want to actually close your eyes and try to simulate yourself as your customer experiencing the specific challenge.

Here's a quick example.

Let's say your customer is a woman who is getting divorced right now and she wants to get her husband back and save her marriage.

What is the conversation that's going on in her head?

I don't know, but if you talk to enough with them, you may get something like this.

"I'm unlovable. I'm unattractive. He wants someone that's younger and better looking. If he only knew how much I loved him, he wouldn't leave."

A woman who is going through a divorce right now may very likely be having such a conversation in her mind.

Now, this is very powerful stuff because when you are able to describe what your customer is thinking and experiencing better than can themselves, you immediately become a trusted authority in their eyes and they'll listen to everything you have to say.

Your job is to help her open up and express these insights aloud in your conversations.

LOOK FOR POWER WORDS

In addition to identifying the conversations in their mind, you'll want to listen for certain patterns in their language called "Power Words and Phrases".

These are emotionally charged words and phrases that your customers use in common to describe their fears, frustrations, wants, and desires.

Notice I said 'in common', because power words and phrases don't surface until you hear it from several people with the same problem — only then do you see the pattern of use.

Simply put, if you hear multiple people in your market use the same emotional words to describe their situation, then you'll know that you found a power word or phrase.

For instance, if you ask the same woman as before who is going through a divorce, and several others just like her, what her biggest fear or frustration is, they may all say, "My biggest fear or frustration is being abandoned."

Now the power word in that sentence would be "abandoned".

The word abandoned has a certain fear triggering effect on us when we hear it and since it was used by multiple different women to describe their problem, then it is a power word.

When you hear something like this, you write it down because you'll be able to use them in your product and in your marketing later on.

For example, you could take that word and you could actually use it as a one word headline to an e-mail, to a piece of content, to an article, or maybe even to a product.

If that woman got an e-mail and the subject line was just the word, "ABANDONED", that's the kind of thing she would click on and open up immediately.

If it says, "Abandoned by your husband?" Now you're even getting more specific so its even more powerful.

The point is to pay attention to power words.

You'll get fear power words and you'll get desire power words.

When you become a master at catching these and using them in your business, that's when you really start becoming a professional information product creator and marketer.

GET PAID TO RESEARCH

One last thing I want to recommend before leave you with this chapter's exercise, is to start offering coaching to the niche that you're creating a product for.

What do I mean by this?

Let's say that you're teaching people how to get out of debt and you want to create an information product to do it.

Start finding people with this problem and start offering one on one coaching sessions with them.

This way you can start getting paid to do your product research.

A great coach is listening most of the time, helping the customer understand their challenges and helping them through it.

So if you do it right, you'll be able to really get a pulse on your customers specific problems as well as their feedback on the solutions that they find helpful.

I know several people who have used this simple strategy to not only make good money upfront to do their research, but also ended up building a very successful information product business as a result.

DESIGNING YOUR CUSTOMER INTERVIEW

So by now, you should know how important it is to start interacting with your customers and learning directly from them when creating your products and marketing.

You've also got a few strategies and pointers on how to approach your interviews and conversations.

Now let's not wait to put this new knowledge into action.

So to end this chapter, I want to sign off with a challenge.

Here it is.

Starting from today, I challenge you to talk to at least one prospect or customer a day, ideally 3 or more.

Your job is to understand what your customer wants by using the techniques and strategies you learned in this chapter.

I promise you, if you do this everyday from now on, you'll find that this piece of advice, will help you make more progress in your business than almost any other that you can do.

Start talking to your customers today.

I'll see you in Chapter 4.

Chapter 4 - How To Communicate Powerfully

All information isn't created equally.

Some books sell for $10 and other books sell for $1000.

What's the difference?

The difference is in the way the value is communicated.

Our highest leverage tool when teaching and sharing knowledge is the way that we communicate because all the information has to go through our communication mechanisms.

You can increase perceived value by 10x to 100x by refining your communication, by learning the skills of communicating in a way that frames everything as having a lot more value.

In this chapter, we're going to learn the formula for dramatically increasing the power and effectiveness of your communication and your marketing.

Let's dive into it...

A KEY MINDSET THAT WILL 3X THE EFFECTIVENESS OF YOUR COMMUNICATION

A key foundational mindset that we're going to take as we learn to communicate very powerfully is the following:

You are talking to one person alone.

I think that it's natural, because I have seen so many people do it automatically, to think of groups of people as one big mass of humans...

But the truth is, you are talking to or teaching individuals who are alone from their perspective.

Again, you are talking to individuals who are alone.

Therefore, when you speak, you should talk like you would to a friend who is sitting in the same room with you.

What I've noticed is when someone walks on stage to speak at a seminar for the first time, they naturally look out at all the people out there and think "I'm talking to the mass" and say, "Hi all of you out there."

But what happens when you say this is that each person in the audience is thinking "Wait a minute. I'm not all of you out there. I'm an individual."

At some level, it creates a break in the connection.

Even if they feel like they're connected to the whole group, when they are receiving your words and message, they are experiencing it as a single individual.

So you want to talk to your customer, not at them.

Now people don't just do this when they're speaking to groups.

They do it when they're writing, when they're teaching audio programs, video programs and so on.

So you want to remember that when you're creating an information product, whether that be a book, an audio or video program, or a training, you have to speak you your customer as a single person — like you would to a friend who is sitting in the same room with you.

CREATE FOR ONE, MARKET TO ALL

So the general idea when creating your products is to create your product with one customer in mind, but market it to all of them.

Because when you create your product for one person, you end up making something much more valuable.

You add more personal touch to it.

You add more detail.

You give out individual assignments.

You're learning the individual thoughts that are going in their individual minds.

You are actually creating techniques for one person at a time and you're testing out different methodologies catered to one person.

This type of quality and personal attention will naturally shine through when you approach your product from this perspective.

On the contrast, when you create something for everyone, it just doesn't have that same personal high value appeal because it doesn't sound like it was 'made just for them'.

For example, if you are making a product for that woman from the previous chapter, the one whose husband just left, and you're product was just some generic divorce guide, it wouldn't likely have very high appeal.

Now if you called your book, "How To Get Your Man Back From The Brink Of Divorce", that sounds like a much closer fit and a much more high value book to that woman.

I know it sounds kind of subtle, but from the customer's perspective, its massive.

When you talk to your customer one on one about them and their issue and you give them the step by step things to do to solve their problem, something lights up in their brain that says, "Oh! That is exactly what I need."

That's what we're aiming for here.

THE FORMULA FOR POWERFUL COMMUNICATION

Now that you understand the key mindset we're going to be coming from when communicating with our customers, let's dive into the specific formula for improving your communication.

1. Begin With A Bang!

The first goal of any of your communication is to grab your customer's attention whether that be teaching or sharing information or marketing.

Use the most powerful words, ideas, and action oriented language first. Don't hold back.

If you're teaching people how to lose fat, say "How to lose fat fast."

Say it upfront.

Don't say, "Here's a health tip for a bunch of people that some people find valuable" and then three paragraphs later, say "this is how to lose fat.".

You'll lose everyone before they even get down there.

Start out immediately with those power words and phrases that your prospects were sharing with you when you interviewed them.

This is actually one of the key reasons I asked you to interview your customers — so you can learn what's going on in their heads and what's triggering their emotions.

Get it out upfront. Get out the fear, frustrations, and anxiety that you help solve.

Get out the specific result or relief that you're delivering.

Begin with a bang and use high emotional value words to do it.

2. Simplify What You Say

Always simplify what you say.

Use short words and sentences. Explain everything.

And this is key:

Eliminate the possibility of misinterpretation and misunderstanding.

Share one idea at a time.

Separate ideas with punctuation if you have to.

Try to not use a lot of abstract words that are big, multi-syllable words. As much as possible, use one or two syllable words and communicate one idea at a time in little chunks.

Notice how easy it was to read the sentences above when I wrote it in short, choppy sentences. I did it intentionally so you can get a feel for what I mean.

The reason you want to do this, is to remove any unnecessary friction the customer might get while reading or going through your material. You want to make it as easy as possible to consume and you don't want the customer to leave because they couldn't follow what you were saying.

So in general, the simpler your sentences, ideas, and words, the easier your communication with your customer will be.

3. Be Concrete and Specific

One of the reasons also why we want to focus on using simpler terms is because it forces you to be more concrete in your communication. When you use more complex words, you tend to use more complex ideas which are abstract and require more effort to follow.

For instance, when you use the words “health, finances, and relationship” when interacting with your customers, they don’t know what you’re talking about.

But when you talk about “get out of $10,000 in credit card debt in less than 3 years” or “lose 20 pounds of belly fat in 90 days” or “get your husband back from the brink of divorce,” that is clear as a bell.

That is specific and concrete — nothing abstract about it.

General rule is this: Make what you’re saying concrete and tangible.

Bring every idea, concept, technique, or method all the way to the most specific real world action in effect.

GO PASS THE “WHAT” ALL THE WAY INTO THE “HOW” AND LEAVE NOTHING TO THE IMAGINATION.

It fine to share some mindsets and some theory you find, but ultimately,

you've got to get down to exactly what to do.

Give them the "how to" action steps and be very specific.

Let's say you were directing someone to make a protein shake.

One way you could say it is:

"Take two scoops of this and put it in the blender with three scoops of these greens and a little bit of protein supplement."

Another way you could say it is:

"Make a protein shake."

You tell me.

Which one is more clear for you?

4. Use a conversational tone

Next thing you should keep in mind when communicating with your customers and creating your content is to use a very conversational and casual tone.

Write and teach the way you speak conversationally.

I've noticed that when most people write down their ideas, they

immediately go into “literary mode” and it sounds like they’re trying to write an academic paper for school, not like they’re trying to communicate with another human being.

I don’t recommend doing this.

In fact, I don’t actually care if what I’m saying is grammatically correct when I’m creating content in products.

As long as it’s 80% of the way there, I’m going to bend the language and the rules of grammar to say the thing in the most natural way rather than being 100% grammatically correct.

This approach is not only more personable, but in general, it gets my message across a lot clearer.

AN ADVANCED COMMUNICATION TECHNIQUE

Now here’s a little advanced technique I’d like to share with you that I think is pretty cool.

Use the word “you” when pointing to strengths and asking questions and “we” when pointing to weaknesses, mistakes, fears, etc.

For example, if you’re talking about losing weight, what you want to say is “You can lose 20 pounds of fat in 90 days. How will you do it?”

See how I used a “you” there?

Now if you’re pointing to a weakness or a mistake or a fear, use the word “we” and include yourself in it so that you’re not pointing at them and making them feel bad.

For example:

“We all get tempted when it’s late at night and we know that there’s munchies in the cupboard. But this is what makes us fat.”

Notice I said “we” and “us” when talking about the eating that makes us fat, because now you’re including yourself in the group and you’re not pointing.

In contrast, if you said to them “Here’s what to do, when you feel weak at night and you’re craving fat, so that you don’t go eat all the junk and get fat.” — it creates an immediate disconnection.

This actually brings me to the next tip for powerful communication…

5. Stay In Rapport

Rapport is a very big concept. It’s an idea that I first learned about in Neuro-Linguistic Programming.

Rapport is the idea that we humans tend to synchronize with each other

when we get to know each other.

So if two people are sitting next to each other and having a conversation, they'll start to align themselves.

They'll start holding their bodies, adjusting their posture, and even pacing the speed of their their breathing as they get to know each other more and more.

It gets pretty crazy actually.

Have you ever met a couple that's been together for 50 years?

It's very likely that they look the same, make the same facial expressions, move at the same pace and they say the same words — they almost turn into each other.

This is an example of very high level rapport.

So what we want to do is stay in rapport with our customers.

We want to be in sync with our customer and we want to avoid getting out of sync.

And we do that by using conversational language that keeps you in the same reality and avoid saying anything that puts distance between you and your customer.

Another thing you can do is to...

6. Speak Their Language

One of the best ways you can gain rapport with your customer is to speak with the language they are using in their head.

Remember the concept about getting into the conversation in your customers mind from the previous chapter? Well here's where it is really valuable.

When you are able to converse with your customer in their own language there is instant rapport.

Furthermore when you are able to describe their problem or situation in the same way that they describe it to themselves, they will immediately see you as someone they can trust and listen to.

So start listening closer to the language that your customer uses. It's a great way to build rapport.

7. Tell Stories

Finally, it's very important to tell stories. This is how regular humans relate to and learn information.

Include as many stories, examples, and experiences as you can possibly fit into your product and it will make your product far more

valuable to your customer.

Each of us has to deal with and juggle massive quantities of information that's coming in toward us.

Most of it is just kind of data.

It is unsorted random stuff that's happening and most of it isn't that important so we just kind of pass over it.

If you want to be remembered, what you have to do is take your best ideas and put them into stories.

The more emotional and the more specific and colorful, the better.

Tell stories that are examples of how you did things, of tests that you did, and how they worked out...

Tell stories about other people and clients you've worked with.

Stories of how they created success, how they used the techniques, and how they did it.

More stories you can tell, the better you will be at communicating and getting your message across.

OPENING UP A PORTAL OF COMMUNICATION

What we're really trying to do here is open up a portal of communication, open up a broadband communication connection between you and your prospect or customer where they feel like they're in the presence of someone who's like them, who is seeking to understand, and is really there to help them.

The way to do that is to use the techniques you learned in this chapter.

How To Market Your New Information Product And Turn A Profit

If you like this Ebook and you want even more specific and advanced training to help you start a digital product business online, then my "Digital Product Blueprint" program is the logical next step. Inside you'll find even more detailed strategies for creating a world class information product AND how to market it successfully online so you actually turn a profit. Remember, when it comes to starting a successful online business, creating your information product is only half the battle. To be successful, you also need to know how to attract paying customers. You'll learn both inside the Digital Product Blueprint. Click the link below to learn more.

http://digitalproductblueprintaccess.com/get-started-video/

Chapter 5 - Organizing Your Ideas

In this chapter we're going to take the ideas you generated in the previous chapters and begin the process of turning them into full fledged information products that you can sell.

There are 3 basic building blocks to a complete product:

- The Concept
- The Content
- The Product

A concept might be one of your techniques or your insights or your ideas about how to get a better result or about how to stop having a symptom or a problem.

A piece of content is where you take one of your concepts and you develop it into an article or a newsletter or a podcast or maybe even the chapter of one of your products — something that is a complete usable piece of material.

Finally, a complete product is where we combine your concepts and your content and compile it into an actual finished entity like a book, an audio program, coaching series, a members area, etc.

In this chapter we're going to take a look at the first building block: How

to take your ideas and turn them into concepts.

Then in Chapter 6, we'll turn these concepts into content.

In Chapter 7, we'll organize all that content into a full fledged product.

And finally in Chapter 8, we'll add some finishing touches to the product and get it ready to bring to market.

Its going to be fun.

Let's get into it.

WHAT IS A 'COMPLETE CONCEPT'?

A complete concept is an idea, approach or technique that has been fleshed out and developed into a standalone useful method.

In order to create a complete concept you must

- Introduce the concept
- Explain it
- Describe how it works
- Give it actionable steps.

So we're not talking about just an idea here.

We're talking about something that is more complete — where you've introduced it, explained it a little bit, described how it works, and then capped it off with at least one actionable step that someone can take and go do.

MOST PEOPLE WON'T KNOW WHAT TO DO

Most of us that are, what you might call natural teachers and learners, will find it obvious when given an idea and told to put it into action.

But we are definitely the exception.

For most people, they can't have a theoretical idea given to them and put it into action if its not explained.

I don't mean this in an offensive way, but its just what I see happening in the real world.

Therefore as teachers and educators, we have to make sure we thoroughly explain our ideas so that anybody can understand it easily.

We must introduce the idea, explain it, describe a little bit about how it works, and then give some action steps so students can translate it into action.

That's how it will be most useful and most valuable.

That's what we're calling a complete concept.

WHY HUMANS NEED IDEAS PRESENTED AS COMPLETE CONCEPTS.

We're all time poor in the modern age and we don't need any more random information wasting our time and mind space.

In order to see a piece of information as valuable it must be connected to our wants, desires and needs in a way that makes it easy to get.

We don't live in the same environment we lived in hundreds of years ago, where there was nothing going on at all and any new information was interesting information that we wanted to know about.

WE ARE ALL TIME POOR.

There's too much information. There's too much competing for our time and attention. We can only afford to pay attention to those things that are relevant to us.

In fact, Google has really brought this idea of relevancy into the forefront. It's part of their entire algorithm that runs their search engine.

It can only afford to pay attention to things that are relevant and that we can understand.

Consequently, that’s why we need to have any idea or concept that's coming in from the outside connected up to what's important to us on the inside — AND put into a framework that presents it as valuable.

Otherwise, we will just skip over it. We won't even pay attention.

HOW TO GET PEOPLE TO LISTEN TO YOUR IDEAS

If you want other people to hear your ideas, you must organize them into complete self-contained concepts.

- “First tell me what it is that I'm learning so I can set my mind on that channel.”
- “Next show me how it works so I can understand it and see myself doing it.”

Here’s a massive insight that you might want to make a note of:

A person will only do something that they've first seen themselves doing in their mind.

If a person doesn't see themselves doing it in their mind first, then they most likely won't do it at all.

So when you're explaining things to someone, you want to help them visualize the entire process first before you ask them to take action.

Let's say you're teaching someone something.

First, you have to tell them what they'll be learning, so that the prospect can set their mind on that channel.

We're going to be talking about debt and how to get out of debt?

Okay, let me stop thinking about all the things I was just thinking about and switch my mind to that channel.

Next you have to show them how it works so they can understand it and see themselves doing it.

In other words, connect the dots for them.

Show them where the idea came from.
Tell them a little bit about how it works.
Give them some insight to how the whole thing fits together and the difference it's going to make in their lives.

Only when you do this, do your ideas become motivating for your prospect.

FOCUS ON CREATING CONCEPTS THAT SOLVE TANGIBLE CHALLENGES

If you want to create products that sell themselves, you must always keep your customer's need in mind.

More specifically you want to focus on their tangible need — the thing that they think represents the whole enchilada.

For example, if you've got that same woman who is going through a divorce and has the need to win her husband back and save the relationship, she doesn't want security.

She doesn't want love.

She doesn't want affection.

Those are abstract ideas. Those are theoretical.

Those are not something concrete and tangible.

What that woman really wants is for her husband to walk into the room and say, “I love you. I want to stay in this relationship and I'm committed for the long term.”

She wants him to walk in physically and say those words out loud.

MEET YOUR PROSPECT IN THE REAL WORLD

Most of us are confused. We think that words like ‘love’ point to specific actions in the world, when they don't.

There are words though, that do point to specific actions — like “he walks into the room with you and says the words I want this relationship to work and I'm committed for the long term.”

That's actually something that can happen and if there were a group of judges standing around they would say, “oh, yeah, that actually happened”.

That's where we need to meet our prospects and our customers — in the real world.

That's where we find ourselves in the same place, speaking the language of commonality.

So focus on creating concepts that create tangible challenges while also solving the intangible ones.

REAL LIFE WALKTHROUGH OF IDEA TO CONCEPT

Now let me walk you through a real life example of taking an idea and converting it into a complete concept.

Let's say you were going to teach the technique of losing weight by eating smaller meals more often throughout the day.

Just so you know, I am not teaching that technique right now. This is something that I happen to do, but I'm not a doctor or a physician. This is an example only, not medical advice. So don't take it that way.

You could start off by saying, “Eat smaller meals more often if you want to lose weight”.

There's the basic idea.

But if you just say that idea by itself, it’s not very interesting or compelling.

Remember, you're trying to make your information valuable here.

The idea of “eat smaller meals more often if you want to lose weight” is kind of beautiful.

It's compact. It's simple. It's easy to understand.

It really sort of explains everything and it's all right there.

But there's something about it that's not really tangible.

As in, it's not something that you would immediately see yourself doing.

The idea by itself isn't walking you through the entire experience in real world terms.

It doesn't ignite your imagination, get on the same page with you, and connect the dots of experience for you.

Not very compelling.

Let's try to present it as more of a complete concept.

Here's a first whack at it.

- We get fat because of the way that we eat.
- When we eat two to three "regular" meals per day, we're likely to keep getting fatter because we start out hungry at each meal and then we eat too much.
- If instead you eat five smaller planned healthy meals each day and eat every two and a half hours, you'll actually eat less total food.
- The net result is that you'll lose fat around your belly and thighs.
- As an added bonus you'll never get to the point in the day where you feel hungry and you'll have more sustained energy.
- The best way to start is by planning out exactly what you're going

to eat for each meal, then schedule your meals so you always eat before you're hungry.

You can see that there are six little ideas that all fit together right?

They set up some context, explain what we normally do, say what to do instead, talk about the extra benefits that we'll get, and give us a little action step at the end.

This is as condensed as you could get a complete concept.

This is nice because when I look at this list, I remember exactly how this works.

So what started off as a very basic seed of an idea has now expanded into a complete self contained concept that is easy to grasp at a whim.

Chapter 6 - How To Create A Piece Of Content

It’s time to take everything we've learned so far (including the concepts that you’ve formulated) and use it to create a successful piece of content that delivers high value.

You want to think of a piece of content as the logical extension of a complete concept. And content then becomes the building blocks of your finished products.

So first you learn to create complete concepts. Then you develop your concepts further and create pieces of content with them. Finally you put several pieces of content together to create full fledged products that you can sell.

WHAT EXACTLY IS CONTENT?

The word content is a very general sounding word, but we’ll be using the following definition:

Content is a bite-sized chunk of knowledge or information that's been expanded out, blown up and then put into a format that's easily consumable by your customer.

Here’s a list of ten formats of how content might show up:

1. Email newsletter
2. Blog post
3. Podcast
4. Product “chapter”
5. Webinar
6. Teleclass
7. Tutorial
8. Free report
9. Launch video
10. Article

It's important to realize that once you understand how to structure your information and organize it into ways that humans like to consume, a piece of content could be presented essentially in any of these ways.

Point being, the format itself is relatively unimportant.

What’s more important is the structure and framework you use to deliver your material. It’s this structure and delivery that’s going to make your information and knowledge very valuable.

HOW USE “FRAMEWORKS” TO TRANSFORM YOUR CONCEPTS INTO HIGH VALUE CONTENT

I like to use what I call frameworks to develop my concepts and turn them into entire pieces of content.

In moment, I'll share with you some of my favorite ones, but before I do that, let me explain what a framework is.

WHAT IS A FRAMEWORK?

Frameworks are skeletons or structures that you can use to "hang your content" on — kind of like the wooden foundation of a house.

The proper framework makes content easier to understand and more attractive. It makes it "go down smoother".

As it turns out, successful frameworks are actually modeled after our unique human biological wiring, psychological processing, and how we are inculturated or taught to take in and understand information.

When you use the frameworks I'm about to teach you, you make the information you're looking to convey highly accessible to another person.

We're going to go through 3 of my favorite models right now and I think that you'll see how they can act as the 'architectural superstructures' that your content can hang on.

FRAMEWORK #1 - THE TRIUNE BRAIN MODEL

The first framework is called the “Triune Brain Model”.

Dr. Paul McClain has a theory that he calls the triune brain, which basically states that we don't just have one brain, but rather three distinct brains: The physical, emotional and logical.

These three brains evolved over many hundreds of millions of years.

The “oldest” one that rests at the top of the spinal cord and the base of the skull is called the reptilian brain.

This is the brain that evolved to deal with the physical world.

This is the fight or flight brain.

The one that’s involved in survival.

It’s the brain that helps keep our body running and beats our heart. The brain that really manages to keep us alive.

The next brain that grew on top of that, on top of the old lizard brain is the mammalian brain - the mammal brain.

This is the emotional brain.

This is the part that evolved to allows us to bond with others and to feel affection and emotions toward the people that we love.

It also enables us to feel negative emotions that help keep us out of trouble while surviving and reproducing well.

Then finally we developed the human neocortex - the brain responsible for rational, abstract, and logical thinking.

This brain is made of the big frontal lobes in our head that allow us to process beyond the physical and emotional and instead up into a kind of pure abstract thought space.

CONFLICT BETWEEN THE BRAINS

Of course these brains are integrated — they all behave as one brain.

But the interesting thing about the three brains is that they don't seem to be very well connected to each other.

We experience lots of conflicts in our lives, and we always seem to be pulled in multiple directions when we're experiencing all of these conflicts.

Typically, what we're experiencing is a three brained conflict or a two brained conflict. In many situations, physically what we want,

emotionally what we want, and logically what we want are in conflict with each other.

Our heart pulls us in one direction and our mind pulls us in another.

We feel emotionally pulled toward a person, but we logically know that they're bad for us.

We feel physically called to a food, but we have a feeling of shame inside because when we were young our parents told us we were bad if we ate it, and we logically know that it's not good for us.

In the end we're pulled in multiple directions by these three realms.

These three realms are different from each other and yet integrated with each other.

This can be a hard one to wrap your head around - this idea of things being different and the same at the same time...

But a useful way to think about it is that the physical acts as the platform for the emotional, which acts as the platform for the logical.

SPEAK TO EACH BRAIN WHEN YOU'RE TEACHING

When you're teaching, it's important to cover all three realms, if possible.

The physical, the emotional and the logical.

When you cover all three realms, you'll be communicating with all parts of the human, and as a result with all of the people, because some people tend to be more physical, some tend to be more emotional and some tend to be more logical...

Let's say that I was teaching natural weight loss.

So there are really three aspects of natural weight loss and natural fat loss: the physical aspect, the emotional aspect and the logical aspect.

There are physical things that you need to do in order to lose weight and fat naturally.

There are exercises that you need to do, there are specific foods that you need to eat, and there are specific supplements that you need to take.

See how these are the physical, real world tangible things that you need to do?

Now there's also the emotional aspects of natural weight loss.

Because if you want to lose weight, you have to deal with the

relationships, the emotional triggers and the anchors that you have around certain foods.

If you don't deal with those, then you won't commit to the behaviors that you know you need to do.

Then finally there are also the logical aspects to natural weight loss.

In other words, you have to get educated. You have to understand the mechanisms that cause us to gain and lose weight.

NOW HERE'S THE TRUTH

I actually just made that whole natural weight loss example up.

As in, I'm not an expert on whether those are actually the physical, emotional, and logical things you need to do to lose weight naturally.

I was just riffing based off the three brains.

But did you notice that it still sounded pretty good?

I didn't actually talk about anything substantial there.

I kind of just described the three aspects of natural weight loss (physical, emotional and logical) and I embellished it in with a little bit of

filler...

And it already sounded somewhat professional, which goes to show just how powerful the three brain model is for dividing up and effectively teaching your ideas to other people.

FRAMEWORK #2 - THE FOUR LEARNING STYLES FRAMEWORK

The next framework is called the “Four Learning Styles” and it’s perhaps the most important one to learn for the long term.

I learned this from my good friend and mentor, Wyatt Woodsmall, who originally got it from learning guru David Kolb (author of the book ‘Experiential Learning’).

What Kolb discovered is that there are four different personality types when it comes to learning — four different types of learners.

Perhaps the easiest way to understand these four styles is to generalize them into a particular question that they each ask.

The first learning style asks **why**. Why do I need to learn this?

The second learning style asks **what**. What am I learning?

The third learning style asks **how**. How do I do it?

The fourth learning style asks **what if**. That is, what if I go out and actually take what I've learned here and do it... what will I learn from actually doing it?

Let’s dig a little deeper into each one.

LEARNING STYLE #1 - THE “WHY” LEARNERS

The “Why” learning style individuals need to be motivated to learn.

They're asking why do I need to learn this because they need to get inspired and energized to want to learn in the first place.

So if you don't tell them why they're learning it (what they're going to get out of the learning), then they won’t be open to new knowledge and you won’t be able to effectively teach them anything.

So in order to address the why learning style, you must get them excited to learn.

For example, if you were going to teach someone about natural weight loss, at the beginning you need to say,

“I'm about to teach you how to lose weight naturally. If you learn what

I'm about to teach you and you take the action steps that I'm going to give you and actually use them in your life, you could lose up to 20 pounds in 90 days. If you don't take what I'm about to teach you and implement it, you're not only going to stay fat, you're probably going to get fatter in the long term."

See what is happening here?

This is a simple moving toward and away from motivation.

You're telling them what they're going to get if they learn it and what they're going to avoid by learning this.

If they don't learn this thing, this 'bad thing' is going to happen. If they do learn it, this 'good thing' is going to happen.

The why learning style needs to have this connected for them in the beginning.

LEARNING STYLE #2 - THE "WHAT" LEARNERS

The what learning style asks, "What am I learning?".

These are the theoretical types.

These individuals need to understand the map, the model, or the theory.

They need to zoom out and get the 40,000 foot view.

You'll often find a lot of college professors are "what learning" style learners.

They're very academic and theoretical. If you've ever read a college textbook that was just all theory and had no practicality to it, that was probably written by a "what" learning style person.

These folks want to know how everything works together from a high level view, so you'll want to tell the story about how you learned the thing.

Explain any science, research, or evidence for it. Talk about the theoretical model and how the theory works. Show a systems map with arrows pointing to each other showing how these things connect to each other and what order they go in.

For example, if you were to explain how a car motor works to a "what" learner, you would want to show them the inside of it, so they can see how all the pieces connect up to each other and function as a whole.

Make sense?

So remember, take things up to the 40,000 foot view when teaching the "what" learner.

LEARNING STYLE #3 - THE “HOW” LEARNERS

The third learning style is the “how” or “how to's”.

These guys are asking, “How do I do it”.

How learners are very procedural and need specific sets of action steps.

What do I do first, what do I do second, what do I do third.

If you were teaching a ‘how to’ learner, you’d want to break down each step of the process and streamline it into a step by step recipe.

Using the same weight loss example as before, you’d want to tell them what exactly they’re going to eat and when, what exercises to do and when, and what other habits they need to adopt to lose weight naturally.

Break down each step of the process into a specific recipe because thats what they need to learn most effectively.

LEARNING STYLE #4 - THE “WHAT IF” LEARNERS

Then there are the ‘what if’ learners.

These are the people who actually need to go out and do whatever it is that you are teaching them in order to learn it.

They need to see themselves do it and see what happens as a result.

They need to get the real world feedback to truly grasp what they are learning.

So when you are teaching ‘what if’ learners, be sure to give them an action step or exercise that they can go do immediately.

So now you know about the four different styles of learning. It's your job to address all four learning styles in each piece of content, so your communication is as effective as it can be.

Again, this is a very important framework. Keep this one and refer back to it often.

FRAMEWORK #3 - THE THREE MISTAKES PIECE

Next we’ll move onto a simpler starter framework called the “Three Mistakes Piece”. This is actually the most basic model that I like to use to teach people how to create content.

So what you do is you start with three mistakes and create a report, blog (or other format) about them. Along with these three mistakes, you include partial solutions to them that eventually lead into your product offer.

Let’s elaborate on these steps.

STEP #1 - WRITE DOWN 3 TOP MISTAKES

The first thing you need to do is write down three top mistakes that your prospective customers are making in relation to your product.

Ideally, you would be learning this by interviewing them and asking them about their big fears and frustrations, what they have tried that worked, and what they have tried that didn't work.

By doing this you’ll start to see patterns emerge.

One of these patterns will be patterns of mistakes you see many people make. With this understanding, you can begin to speak authoritatively about the top three mistakes your customer makes.

For instance, let's say again that I sell an information product on all natural fat loss, and I want to write a three mistakes piece.

What I would want to do is find out and record the three mistakes that

my customers are making that are causing them to retain and gain fat.

Next, I would want to write down partial solutions to each of these three mistakes.

When you're just creating a blog post, a free report or an email newsletter, it's not an entire product, so you can't give the entire solution away. But what you can do is give them a good insight that is part of the solution.

Let's say that a partial solution to one of my mistakes is to eat five small meals per day.

That's a partial solution.

I can say, "Eat five small meals per day and schedule them every two and a half hours so that you're not hungry when you eat".

This is valuable information, but it's still a partial solution. I haven't really gotten into it. I haven't dug into why you eat the five meals a day, all of the physiology and all of the biochemistry and the processes behind it and how to set up the systems to do it. I haven't provided any recipes for implementing this solution.

Then, after giving them the partial solutions, it's time to lead into my product offer.

This could be something as simple as "If you'd like to learn more tips

for losing fat naturally, click here" or "If you'd like to learn more tips for losing fat naturally, click this link and go sign up for my free email newsletter and download my free report".

Your content should lead to your product offers because you want to be setting up the sale in your free materials. If you're going to create content, especially content that you're going to put online for free, make sure that every piece is deliberately built to generate leads and get people to come to you who are ready to buy your product.

FEAR, DESIRE AND MOTIVATION - GETTING YOUR PROSPECTS AND CUSTOMERS TO TAKE ACTION

How To Get Great At Making Amazing Content that sets up the sale, let's take a quick detour and talk about how to get your prospects and customers to take action.

More specifically, let's talk about the concepts of fear, desire, and motivation.

Humans are approximately twice as motivated by fear as they are by desire, so explain what will happen if your prospect takes action and also what will happen if they don't take action.

Now, I've noticed that a lot of teachers, especially those that are

helping people improve and develop themselves, try to avoid using fear as a motivator.

They don't like to say, “If you don't do this, here's the bad thing that's going to happen. If you do do this, here's the bad thing that you're going to avoid.”

You don't have to be an authoritarian and point a finger and say "bad human", but I think it's important to be really clear about the pain, the problem, and the hassle that's going to be avoided.

I don't mean manipulating people with it and painting doom and gloom pictures and sensationalizing.

What I mean is to talk about the real world.

If someone's fat saying, “Hey, listen, there are scientists figuring out, right now, that this is a real problem and you're probably going to die a lot earlier, you're not going to have as much energy, and you're going to have a lot of complications if you have to get surgery.”

There are a lot of problems here. We don't want to die early and have complications during surgery and be more likely to get all these horrible, painful diseases.

You want to say that upfront.

You want to say it in your content and in your products too because

that's what's motivating to people.

So feel good about being honest, being upfront and talking about some of the bad things that can happen if we don't take action and the bad things that can be avoided if we do take action. It’s what works.

HOW TO GET GREAT AT MAKING AMAZING CONTENT

One word: **Practice**.

Your ability to make information valuable is directly related to how much practice you get creating content.

If you aren't creating content daily and using the tools that you're learning here daily, you will forget them. It’s that simple.

If you start now with creating content every day, you will start using these tools and internalizing them on a deep level.

The first few times you'll sit down and say, “Okay, what am I going to write a newsletter about today? Or what's my podcast going to be about today? Or what's my blog post going to be about today?”

Chances are, you’re going to get stuck and have to refer back to this book for ideas.

You're going to go back and you're going to see the framework section and get reminded that you might want to start with ‘why’.

Then you write down “why” you need to learn this.

Next you move to “what”. You write down the theory, the science, the story, and the big picture.

Next there’s the how. You’re on a roll now that you’re detailing out the action steps.

Finally there’s the how to’s and you insert an “action item” into your content for viewers to implement immediately.

After doing this a few times you start thinking to yourself, “Oh, great, this is easy. I can create content. I got this.”

Eventually you’ll do it all automatically.

But you have to do it daily. So start today.

Chapter 7 - How To Build Your Info-product

In this session, we’re going to take what we’ve learned so far and combine it to create an actual product.

A product is essentially a compilation of concepts and content, which are the tools that we've been learning to build and use in the last two sessions.

Just like we've been learning, always remember to base your product on your customer's needs.

STOP THINKING “PRODUCT OR SERVICE”. START THINKING “SYSTEM AND METHOD”.

Most experts who write books or offer seminars teach general bland material that has no impact.

Prospective customers don't want products — they want a proven system or method to deliver a result.

Start using the words "proven system" in your mind when you begin to create your next product or service.

In an earlier chapter, we learned that your product or service is an obstacle.

It's something that your prospect has to go through, or over, in order to get what they want.

It's not the magic savior.

When we think about it this way, it causes us to really get into our prospect's mind and understand what their needs are from the start.

Well, the closest thing that we can get to delivering them the exact result that they want is to give them a proven methodology, system, or set of action steps that they can take to get the result that they want.

Again, not a bunch of theories, concepts or ideas, but rather a proven system.

In other words you need to tell them, “Here's how it works, here are the action steps. You do this and you get the result that you want.”

When you start thinking "proven system," what you do is you don't create a product. You don't create a book or a webinar. You start to not just talk about what you've learned but instead start putting together a practical map for your customers.

Instead of saying "Buy my book," what you're saying is "Invest in my

system." You're not saying "Buy my seminar," you're saying "Invest in this recipe”.

ALIGN THE POINT OF YOUR PRODUCT WITH A BIG NEED

Begin by asking yourself, "What's the most important thing that my customer wants to get or avoid?" Simplify and focus the point of your product on that.

Probably my favorite example of this approach in action is through the work of my friend Jorge Cruise.

Jorge is a best selling author, sold millions of books, been on Oprah, and so forth. He published a book called "The Belly Fat Cure." I did an interview with Jorge and he shared some really interesting stuff about how he approaches writing books and creating best sellers. (He’s had several best selling books.)

He says, "I work for months, sometimes six months, on the title of my book.”

This is coming from a guy who has sold, I don't know, six million books or something. He works for *six months* on the title of his book. What do you think he focuses on in the title? What do you think he focuses on making it? He makes it fit the customer need so perfectly that every

word instantly resonates with his prospect or customer.

Another little incidental tip from Jorge Cruise.

He said "I always want my books to be one step." One step? How do you have your book be one step?

Take another book Jorge has written called “The 3 Hour Diet”. It’s another bestselling book. Not surprising, he spent months working on the title. So what is “The 3 Hour Diet” and why is it “one step”?

Well, the main concept of the 3 Hour Diet is simply to eat every three hours. It's “one step”.

The great title, “The 3 Hour Diet”, sounds like you can go on a diet for three hours and you can. Makes you want to read the book.

He’s got another about "8 Minutes in the Morning" and it's also one step. It’s about how to spend those eight minutes in the morning.

The Belly Fat Cure also has one step: “15 grams of sugars per day and you’ll lose your belly fat”.
The lesson: Align the point of your product with a big need. That's how you make a great product.

THE BEST INFORMATION PRODUCTS ARE BOUGHT, NOT SOLD

As they say in sales, "People love to buy, but they hate to be sold."

If you need to talk your prospect into buying the product, it's not a good product.

If your product doesn't immediately telegraph the benefit and result it's going to deliver, it's not a good product.

If your prospect doesn't say "How can I get that?" when you tell them about it, it's not a good product.

You should be able to essentially describe what your product is and your prospect should want to buy.

This is because, if you've done it right, you would have created the product entirely off your prospects wants and needs in the first place.

Now the best part is, when you actually do start using powerful marketing and sales tactics, you'll really ramp up your sales like crazy.

But it really starts with the product itself.

HOW TO OUTLINE YOUR PRODUCT FOR MAXIMUM VALUE AND IMPACT

Now that we have the mindset and approach explained, let’s start talking about outlining your product for maximum value and impact.

Step 1: Start with a simple 10 bullet point outline.

Focus on the top 10 strongest, most emotionally-driven needs. These will be your chapters.

Step 2: Organize them in logical order of learning.

Ideally you put the highest impact ideas first just like they do with a hit record. With hit records, they put the best song first. Do you think when Britney Spears is creating an album she says, "You know what? Let's put the best song at the end." No. Best song first, because that’s what people want.

Step 3: Outline each chapter

Outline each chapter with seven to ten bullet points, focusing on a specific insight, technique, action step that generates an "A-ha." Ideally it should be an insight that also helps them get the result that they want. For instance, let's say we were writing a book about “The Belly Fat Cure”. What I would ask you to do is say, "Okay, what are the 10 biggest fears and frustrations and the 10 biggest wants and aspirations when it

comes to people wanting to learn how to get rid of their belly fat?"

I'd have you ask your prospects and customers questions until you have the list of 10 items.

You'd come back and tell me. They want to know what to eat to lose weight. They want to know what to eat to avoid gaining more fat. They want to know what the best time to eat is. They want to know what are some of the things that fat is going to cause later in their life, many of which they're afraid of. And so on.

Step 4: Flesh Out Each Chapter

After you have the 10 chapters, each of which has 7-10 bullet points under it, flesh out these bullet points. If you make each bullet point one page, you now have around a hundred page book that you could create a whole day or two-day long training from.

MAKING YOUR PRODUCT REALLY STAND OUT

You want to focus on concepts that are new to your customer. If you can do this, your product will really stand out. New or not yet known is perceived as more valuable than something already heard before. Eliminate all familiar ideas and techniques and replace them with new ones.

If you are teaching people things that they think they've already heard, they won't see you as an authoritative expert. In other words, they won't look at you with respect. What they'll say is, "Oh yeah, I've already heard that before."

What you want to do is create new connections. You want to present ideas in a new format or fashion that people haven't heard before. You want them to say, "Wait a minute, I haven't heard that before, but that makes a lot of sense to me."

What I do is I make my list of what customers want to know and I write down my answers to these items as an outline.

Then I say, "Okay, which of this stuff have people already heard before? Which of these things are they already familiar with? Have they read it somewhere else or heard of it somewhere else? Which of the things are new? Which of these things have they not heard about before?" Which of these are going to create a big insight for them or get them saying, "Wow. That's new. I get it."

Now you might say, "Wait a minute, you just eliminated 70% of my content because most of the stuff that I teach is the kind of stuff they've heard before."

Well, what you're going to do is you're actually going to mix these ideas in. You're going to sneak them in. We'll talk about that in a little bit so don't get discouraged.

The key is to really give priority to the new ideas. That's what we pay attention to. Stuff that we've heard before, we just automatically and unconsciously blocked out.

One thing I want you to take note of is how incredibly easy it is to forget to stay focused on what the customer wants to know and slip back into teaching them what they "really need." To integrate these two together, start with what customers wants and then integrate and teach what they need as part of giving them what they want.

My mentor Jerry Belanger used to say, "If you got a big dog and you need to give the dog a pill, you can do one of two ways. One, you can grab the dog by the jaws and try to pry its jaws open and stick your hand down its mouth and try to push the pill all the way down its throat and risk having your hand bitten off. Or you can take a little piece of meat and you can stick the pill inside and you can toss it into the dog's mouth." Very simple.

What we want to do here is we want to give them what they really need to learn, wrapped up inside of something that's very yummy to their learning system.

This is why we use first, the new ideas, the powerful re-frames, the things that they haven't heard before and we format it up using the frameworks I taught you before.

We teach them the physical, the emotional, logical ... We teach them the

why, what, how, what if. We talk about mistakes.

We link it to the things that they want and we're continually coming back and mentioning the specific outcomes that they want and linking it back up to that because that's tasty to the learning system.

That fires off the reward centers inside of their brains over and over, "Yeah, that's what I want to learn. Yeah, that's new. Oh, I haven't thought of it that way before. Oh yeah, okay, I've got to learn this so that I get the thing that I want.

Along the way, we teach them the things that they need to know, but weave it into things that they didn't know. This is how you will get more attention. This is how you will get your customers more engaged and more involved.

Chapter 8 - Naming Your Concepts And Products

Naming is really the ultimate leverage point. Nowhere do you get so much bang for your buck then choosing a name for your concepts and your products and your business for that matter.

This is a process that many people overlook or undervalue, but the truth is if you come up with a great name you really can make things alot easier later on in terms of your marketing and your brand awareness.

In this chapter I'm going to share some helpful tips I've learned over the year from creating names for multiple different businesses.

I'm going to show you some real world examples of some very successful names that have stood the test of time.

I'm also going to share with you some highly successful product and business names I've created...

Let's get started.

CREATE A NAME THAT'S IMPOSSIBLE TO FORGET NOT EASY TO REMEMBER

Here's a good mindset to start with when coming up with names for your product or business:

Don't focus on creating a name that nice or that's easy to remember, instead focus on creating a name that's impossible to forget.

What could I mean by this?

Well, the mind remembers name by sound not by sight. Names are sounds before they're printed words, so focus on the sound primarily. (Repetitive sounds and rhythmic sounds win in this domain so use them. We'll talk more about this soon.)

The key here is to remember that a name is something that's a sound first before we take it and "write it" down, using letters to describe it.

The words you write just points to the sounds so focus on how it sounds and remember repetitive sounds and rhythmic sounds win the game of being impossible to forget.

AVOID CUTE OR FUNNY NAMES

Spending money is serious business and most people don't want a laugh when they're doing it. That's why cute or funny names rarely work.

Use names that promise or say what it is. Use names that promise results, benefits, solutions. Most people think that a name is something very different from their other marketing - not so.

Use everything you've learned so far to create a name that promises a benefit if at all possible. What we're doing here is we're learning about how to tap into the mind - *jack* into the mind of the customer.

This is about getting inside of their head and getting a feel for how they're thinking about their challenge, their problem, the solution and outcome that they want.

What's triggering their emotions?
What really gets them all fired up about taking action?
What's motivating them to act?

Once we discover this and then we find the high emotion value words, the words that are really the power words and power phrases, we want to take those and use them in the name.

A good example is Jorge Cruise's book, "The Belly Fat Cure", which really capitalizes on the result-benefit-solution.

ELEMENTS THAT MAKE YOUR NAME UNFORGETTABLE

This is a collection of elements that I've put together over the years that help make a great name.

Alliteration

Alliteration is when the first letter of a word is the same in let's say two words. An alliteration might be Bed, Bath and Beyond. That's in fact one of the name examples that's one of my favorites. Bed, Bath, Beyond, that's alliteration.

Rhyme

Rhyme is when the end of a word rhymes. Coca-Cola it actually rhymes and it also has alliteration; very powerful.

Rhythm

Rhythm makes names much more sticky in the mind. We have a system called the phonological loop that acts as an auditory buffer whenever we hear something. In simpler terms, this buffer is what keeps sounds in our heads long enough for us to process it.

What you want to do is get things bouncing around inside of the phonological loop longer because the longer they bounce around in there the more they get recorded. It goes from electrical memory to chemical memory to becoming hard wired.

Power Associations

Powerful associations work great as well. If you can get some kind of association unconsciously in your name, it can be very powerful.

SOME OF MY FAVORITE BIG COMPANY NAMES

Here are some of my favorite big company name examples just as a metaphor for what we're trying to do here.

Coca-Cola

I like Coca-Cola because of its alliteration and the rhyming A at the end. Its also got a nice rhythm to it: Coca-Cola. It just kind of bounces right out, dah, dah, dah, dah, Coca-Cola. This makes it very memorable.

There's also a powerful unconscious association that hidden underneath Coca-Cola.

There used to be cocaine in it so when it started out it was a cocaine cola. Now, "coca" t's almost still like the word cocaine if you just use your imagination a little bit.

So the association is that the drink has really powerful speed in it. You might say really? I don't know, think about it. That's what it used to have

in it.

Three Day Blinds

Three Day Blinds doesn't have some of the more powerful things like the associations or alliteration but it says exactly what it is: three day blinds. It gets the job done.

YouTube

I like YouTube because it's got this repetitive sound.

You. Tube.
It's almost a rhyme and their little symbol that it sits inside of it is the image of the old fashioned television set, previously called a tube.

So there is a powerful unconscious association with the name that it's kind of like you and your own television set. Very memorable.

Bed, Bath, And Beyond.

Bed, Bath and Beyond has nice alliteration and it also says clearly what it is: bed, bath and beyond. Simple and easy to remember.

MY OWN COMPANY NAMES

Here are some of the names I've created for my own brands.

Double Your Dating

Double Your Dating was my first information products business that taught men how to improve their dating lives.

As you can see it not only has the alliteration, but also has a clear benefit tied into the name.

When you combine that name with the pen name, David DeAngelo, that I used to write all of the dating material, it really starts to make sense.

David DeAngelo. Double Your Dating.

Both of them have rhythm and all D's. Easy to remember, impossible to forget.

Self Made Wealth

Another product I created was Self Made Wealth that teaches the average everyday person the wealth building secrets of the super rich.

Like Double Your Dating, it has a good rhythm to it and it also gives a good idea of what the product actually is.

Wake Up Productive

Wake Up Productive is one my best selling time management and productivity programs. This name has a bit of a deeper meaning that requires some explanation.

I knew that my customers wanted to be more ‘productive’, so I knew that I wanted to include that word in my product name. However, I also wanted to tie in an additional benefit or hook to make it more memorable.

So after some thinking, I realized that in an ideal world people don’t want to do anything extra to be more productive. They want to just wake up up in the morning and automatically be more productive.

Therefore, the name became: Wake Up Productive. The promise: Go through the program and in 90 days you’ll wake up twice as productive as you are right now.

You’ll literally wake up productive. It works.

NO NAME IS PERFECT

Now the truth is, there is no such thing as a perfect name out there, but do a little work and mess around with it for a while. Make it a little project. I personally work on my names as far in advance as possible.

I usually spend anywhere from a couple hours to several weeks but

sometimes even months on some names that I've worked on. It's just a little project.

Whenever I have some time to think about it or do some research I'll keep a file and I'll write down words, associations and other things. Then I'll piece together a name that's good.

The ones I just shared are three that I've created that I think could be good models for you.

See if you can come up with an initial list of names right now. It doesn't have to be perfect and chances are you'll go through several iterations before you find the ones that stick.

NOW IS THE TIME TO TAKE ACTION

You now have a step by step system for creating highly valuable information products that people will want to buy.

I recommend you keep this book as a reference and refer back the concepts and exercises often as you build your business.

You may also want to go back through this book from time to time at different stages of your personal and business development. You'll find that depending on where you are at in your growth, you'll understand the material in a different way.

Now I'm going to leave you with just one last concept I like to call the "Speed of Implementation."

This is basically the idea of taking anything new you learn and putting it into action in the real world as fast as possible.

In my opinion, this is the best way to do things because it forces you to learn fast and also get results fast.

Now is the time to take action.

Thanks for reading, and I'll talk to you again soon.

– Eben

ps. If you liked what you learned in this ebook and you want even more in-depth and advanced trainings for starting up and rapidly growing your online information product business, then I highly recommend you checking out my "Digital Product Blueprint" program. This is THE program that I recommend anyone looking to create a successful digital product business online. It's a complete system, including tools, templates and training for all aspects of creating your digital product, AND putting it online to sell. Everything you need to know to create a world class product AND market it successfully online. If this sounds like something you'd find helpful, then click the link below to learn more about "The Digital Product Blueprint".