

Method Eight: Cashing in On Hot Topics

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Internet marketers are an interesting bunch. They are always into the *next best thing*. You hear a lot of people talking about 'shiny object syndrome'... always wanting more, more, more. That's because there are so many exciting opportunities in the marketing space. It's always changing. What worked years ago may not work now, or it works in a different way. What was hot two years ago may not be what is hot right now. That's part of what makes it fun...and you're going to profit from the need marketers have to find easier, better ways of earning money from home.

You're going to use some simple research techniques to get to the heart of what Internet marketers are eating up right now so you can create a quick product about it. This is a passionate and desperate audience that is already primed to buy new products that can help them earn more money or boost their business in some way. It doesn't matter whether you have a ton of experience or not-- it's best if you do, but you'll be a 'reporter and researcher' if you do not. This is a strategy anyone can use to cash in with products.

I want to note that it's *not* always a good thing that marketers lose their focus and buy new products. Some might feel they are taking advantage of marketers who possibly buy too many products. But, I don't think you can look at it that way. You're going to present them with something that will be very helpful to them. You can't force them to actually use your product or follow through with what you describe. Your only role in this is to do a good job with the product. IM'ers are going to buy a lot of info on the latest and greatest marketing technique, so it may as well be a quality product from you.

Scared because you've never created a product of your own before? Don't be. There is a first time for everything and you have a fire under your

bum right now to earn some fast cash. You're motivated and I'm going to detail a method that will make it easy for you.

The Basic Method

The first part of this will be figuring out what the hot topics are right now. You can't choose something that was 'the thing' 6 months ago and expect to get a lot of sales. At this point, you want to go with the crowd. You know how it feels like you get a dozen emails a day promoting one technique or way of making money? That's because smart marketers figure out ways to quickly cash in on these trends.

You're going to follow the money (which is what every smart marketer does), but you're going to add a twist. You're going to create a product that is unlike anything else out there. There are several ways to do this, and none of them are hard, so stay tuned until we get to the section on brainstorming.

You are going to get affiliates on your side by giving them an offer they can't refuse. There are many marketers out there, with lists big and small, that are always interested in promoting a product related to a super-hot topic.

I'll get into the full daily breakdown of this method, but here is an overview so you know what's to come:

- Research and find a 'hot' topic
- Come up with a unique angle that will excite people
- Choose one of 3 product creation techniques: case study/research, unique method, 'borrowing expertise' (aka, conducting an interview with an expert)
- Get affiliates on board, while you create the product
- Write the sales copy, prepare affiliate template emails
- Set the launch date and time
- Launch your Warrior Special Offer
- Promote your offer while continuing to get affiliates on board
- Launch in other spots off the Warrior Forum (Earn 1K a Day, Clickbank, etc.)

What You Need

You don't need much for this-- except for a Warrior Forum account and the willingness to spring for the payment to post your ad. If you choose to do an interview, you'll need Skype and recording software. I suspect you'll already have most of the things you need to make this method happen.

Day One

The first day is dedicated to research and decision making. You might have a great idea of what you can create a product around, but it's important to do research to make sure. You want to earn money this week, which means tackling a topic that's just about guaranteed to make sales.

Research a hot topic and come up with a unique angle that will excite people. Not sure how to do that? Let's get started...

Starting Your Research

Whether you love the place or not, the Warrior Forum is the best place to figure out what Internet marketers are buzzing about. It's a very active forum and some of the biggest names in Internet marketing choose to launch their products there. The Warrior Special Offer section is a particularly good spot to start your research.

The Warrior Special Offer section is where marketers offer special deals on Internet marketing products. This section gets a lot of browsers...and buyers. Some WSO's fall flat on their face. Others do extremely well--sometimes earning the product creator thousands of dollars. The most successful WSO's have earned their creators the equivalent of what many people earn from their day job in a year. It's funny how things work out.

Whether you've ever run a WSO or not, now is the time. Starting your research in the WSO section will serve double duty, you'll learn a lot about what people tend to sell and how you might present yourself as a product

creator in that marketplace. You'll also hit upon topics you can cash in on this week.

You can search the Warrior Special Offers section itself:

<http://www.warriorforum.com/warrior-special-offers-forum/>

But it might be easiest for you to just look at the top sellers at the WSO archive, here:

<http://warriorplus.com/wso/>

Browse through the top sellers from today, yesterday, and over the past 7 days. Check out the top sellers for the whole month. Do you see some common threads?

You might notice that there is more than one hot topic in the best selling section. In that case, I suggest you go for the one you have the most knowledge about or interest in.

This research really doesn't have to take that long-- if a certain topic is a consistently hot seller, you can bet it has the potential to be a hot seller for you as well. Now...choose your topic.

Finding a Unique Angle

You may have noticed throughout your research that just because a product is related to a 'hot' topic, does not mean it becomes a bestseller. There are a variety of factors that go into that designation. One of which is affiliate support. You're going to get affiliate support, but you want your product to get noticed on its own and from your other promotional efforts.

That's why you have to find the delicate balance between going with what already works and standing out in the crowd. You need to find a unique spin or angle you can take for your product that will set it apart.

Visit the threads of the best selling products. Take a look at what's included in the products and the types of comments people left. Take notes-- this will come in handy later.

Do people consistently mention something they love or would love to see? That's a huge hint that you can fill in those holes in the market.

What would you want to see, as a consumer?

Be creative and get inspired-- I find that setting a deadline for myself brings me a lot of creativity. I'm forced to cut through the mind-clutter, and the needless hemming and hawing, to make a decision. Remember that you're not creating a mega-course or anything like that. Your product will take under three days to create (yes, you can do it). Go with the one-problem, one-solution method when you settle on your product angle.

Here is an example:

Hot topic-- Offline marketing

Subtopic-- Offline marketing/selling websites without cold calls

Unique angle-- How to Get 10 Offline Business Clients By the End of the Week With No Cold Calling

Do not take longer than today to choose your product topic and your unique angle-- I know you can do it.

Day Two

Now it's time to get down to business! It's time to choose which type of product would be best suited to the angle you've chosen. As you make your decision, think about the time you have available, your level of expertise, and what you think would lend itself best to those who buy your product.

The three product types I recommend for 'fast product creation' are:

- Case study or research
- Unique method you've developed
- Borrowing expertise

Case Study or Research

This is the method to use if you aren't totally familiar with the topic or method yourself. There is a lot of value in a product someone has put together after thorough research. You can also report on case studies of success from around the web. You will never present things as if you are the expert-- you will make it clear the product is a result of extensive research and analysis. As with anything, it's all in how you frame the offer.

For instance, let's say you're writing a product about how to quickly flip niche affiliate sites...but you don't know the first thing about it yourself. No worries, you can go to Flippa.com, look up Turnkey websites, analyze what sets successfully sold sites apart from others, and present your findings in a report. Those who are interested in site flipping will gladly pay for this information. You'll frame your findings about each site or seller as a case study.

And yes, I hear you asking, can't people find this information themselves by visiting the same sites that I'm visiting, doing the same research I'm doing? Of course, but...

People are willing to pay for anything that saves them time, makes things easier, or makes them more money. Use this product creation technique if it suits your niche and if you don't have personal experience.

Unique Method You've Developed

You do things differently than anyone else. You have a unique background and a unique way of thinking. Say you've been trying a technique for a while with success-- it might seem old hat or obvious to you...but it won't be to others. You can create a product that details your method. Really break it down for them and make sure it's something they haven't seen or thought about before. People will be thrilled if you give them a better way of doing things that helps them succeed with the latest and greatest Internet marketing topic. Don't sell yourself short-- you have great insight that can really help people.

Borrowing Expertise

There are many people making money online-- some quietly and others not so quietly. If you personally know someone succeeding with a hot topic, it definitely makes sense to interview them about it. They'll get exposure and you'll get to sell a product. You could even split the profits or come up with some other kind of JV partnership. Get someone on Skype for an hour, record it, create worksheets and a mini report around what they say, and you've got a product.

What to Do Once You've Chosen Your Method

What do you do after you've chosen your style of product? It's time to take action and get it done and polished off. This will ideally take you no longer than three days to complete-- money loves speed.

Your product can be:

- An ebook
- A report
- A recording
- A series of worksheets
- A video
- ...anything you want it to be or a combination of the above

The quickest thing to do is an audio recording... but the most common thing is an ebook. Consider your talents and what you think your audience will go for. You can add a lot of value by offering more than one thing in your package.

But...How?

This might be pretty intimidating if you haven't done these things before. How do you write an ebook? What should your product include?

I learn best by following the lead of others.

You're reading an ebook right now, for example. Are there clues you can take from this book? Think about how I've structured it and organized it. Think about the tone I'm using-- a friendly tone, I hope.

Start by breaking down what you want to say in chapters. Have an introduction, a middle (with all of your important points), and a conclusion.

Don't know how to make a video? Then don't do it, for now. Focus on what you do know how to do or can easily learn. I do think just about anyone can get a Skype call going and recorded. Break out of your comfort zone just a little, but not so much that you're overwhelmed this week. Most people reading this will do best by writing an ebook (over 5,000 words) or a report (under 5,000 words).

Now, get to work! Many people can write an ebook in a day if they put their mind to it and have everything organized ahead of time. Create your outline, take notes and add thoughts, and the book will practically write itself when it comes time.

Start to Get Affiliates on Board

Start contacting affiliates now that you have a solid plan for your product. You don't have anything to show them quite yet, but you might get on a promotional calendar or two if you present things the right way. Talk up the value their readers will get, how there is nothing else like this on the market, how good of a fit it is for their own marketing, etc.

It's *all* about the affiliate when you contact them. Never send out a form letter-- this should be personal, relationship-building interaction. It's even better if you already have a relationship with the person.

How do you find affiliates? Talk to the marketing friends you know who have lists. Be friendly and mention you'd love to send them a copy of the product when it's finished and that you'd love to have them on board. Note that the commission will be quite good, even if you haven't totally settled on what that is right now.

Look back at the products that inspired you to create your own. These product owners are bound to have lists that are very highly targeted to your product. Learn more about them and contact them (email is best-- pm's often go unchecked) with a personal message about how your product might be a good fit. Make sure you have your launch day in mind-- hopefully under one week from now. You'll continue to gather affiliates as you finish your product-- you can never have too many people lined up to promote for you.

Day Three

Continue creating your product.

Are you stuck on any part of it? Look at products you've purchased in the past for inspiration. Do some more research-- finding a new bit of information to add to your product can really be inspiring.

Most importantly of all, make sure you've done enough planning before you start to write. So many people think they can just sit down and type an ebook from the top of their heads. Some people can do this, but not many-- and then only if they know the topic exceptionally well.

Create a very detailed outline if you haven't already. It really does make everything go much more smoothly. Do all of your thinking before you write and you won't have to stress, think, and stew when it actually comes time to write or create.

Continue contacting potential affiliates. Some will say no, some won't respond, and some will have their promotions planned already. That's okay-- don't take any of it personally. Some will say yes. Also, don't leave out the marketers with smaller, yet highly targeted, lists. They can get you some great sales, and it all adds up.

Day Four

Continue working on your product, if you did not finish it over the past couple of days.

The rest of your time should be spent on the early, technical steps of running the offer. You have some decisions to make.

Write Your Sales Copy

Your product has been created, but now you need to convince people to buy it. Writing killer sales copy is the name of the game. I recommend you exclude the hype when you do this, but you can look at related offers on the Warrior Forum for inspiration. Some of them are way over the top, but you'll get a feel for WSO sales copy in general.

I've posted this in previous sections, but here again is the basic rundown of how to write great copy:

Prehead-- Write a short line (around 5 words) hitting on their problem, passion, or desire

Headline-- Write a short headline, in quotes, in larger text than the rest, that hits on the main benefit of your offer (Hint: it's a hot topic and they can make a ton of money).

Posthead-- Emphasize what you're providing.

Introduction with a problem-- This is a letter...so write it like one. What is their problem? Really drive that problem or desire home and how it is currently out of their reach.

Story with an "I understand" tone-- Share your own story, how you learned to do this (hint: you stumbled on this need at the Warrior Forum or wherever and saw that everyone needed it). You want them to feel like you are already a trusted friend who is going to help them with their problem.

How you found your solution or came across the solution-- Share the awesome solution you found and that you're offering.

What you're offering-- What your offer is and why it's unbeatable

Why this is the best thing for them-- Why this is unlike anything else, why it's a must-have, why it's worth so much more than you're charging

Close the offer with a great deal of scarcity and a fantastic price

Sign your name and that you're excited to hear their success story

Add a P.S. that shares the benefits, scarcity, and super low price again

The most important thing is that you have a picture of your potential buyers in your mind. Hit on the emotions of what they need, want, and are desperate for.

How Much is Your Product?

It's tough to tell you how much you should charge for your product-- it varies so much. Generally, though, you'll find WSO offers for \$5-27. It greatly depends on how known you are, what the niche is, what the product includes, and who you have pulling for you as an affiliate. Most will want to stay around \$9 or so-- you want it high enough that affiliates will promote.

You also need to consider the affiliate split. On a \$9 product, you'll want to give them 60%-75% or more. They'll be further enticed by the upsell.

Hopefully, conversions will be so good that more affiliates will hop on board without you even asking them to.

What is Your Upsell?

You need a great upsell for the offers you run on the Warrior Forum. You're clearly not going to retire on the money you earn if you have a \$9 product and are giving most of the profit away to affiliates.

Consider offering a coaching or email help upsell-- you'll offer people personal help on the method you've presented.

Or, you can acquire PLR or resale rights to something highly related.

Another idea is to strike up a JV partnership with someone who has a higher-end product on a similar product. It will be your upsell and you further split the profits with them. You need to work out the details and make sure it's a good fit.

No matter what, your upsell needs to offer a very clear value.

Plan for the Technical Details

The technical details often hold people up and even scare them off when it comes to product creation. Don't let that happen to you.

You're running a WSO, so you can easily use Warrior Plus to host your offer, deliver your product, and track your affiliates.

JVZoo is an alternative.

Visit both of these, look at their features, and go with the one that works for you. I will say that JVZoo will let you promote off the Warrior Forum with a simple URL change, while Warrior Plus will only work on the Warrior Forum. This will be important to you when you follow my advice of eventually taking your product off the Warrior Forum.

It is also very important that you integrate your autoresponder service (either aWeber or GetResponse) with whichever one you choose.

Both have great help documents, so use them (and watch the videos) if you get hung up on any part of this process.

Submit Your Sales Page to the Warrior Forum

The Warrior Forum requires approval before they will post a WSO. Go to the WSO section, start a new thread, post your sales letter, and follow their instructions for paying for your WSO when it is approved and it is time. Do not pay until you are ready to go live.

Day Five

Get Everything Ready for Affiliates

Remind your affiliates of your launch day and time. Consider writing template emails they can adjust to send out to their lists-- the less work for them, the better.

Also, send them the JVZoo or Warrior+ link so they can register as an affiliate. You want everything ready to go with no hiccups.

Launch Your Offer

Launch your offer by paying the Warrior Forum, when you are ready.

Send another note to your affiliates wishing them luck-- you can even announce prizes and special things you will do if they reach a certain number of sales.

Day Six

Monitor Everything

Respond to all customer service inquiries and be on hand to take care of any technical hiccups. Be present in your WSO thread-- this generates additional interest!

Continue Adding Affiliates

Continue getting affiliates on board. It's even easier when you have some sales data to back you up. You'll find that affiliates start requesting approval as well-- success begets more success.

Day Seven

Launch Off the Warrior Forum

This won't necessarily happen on day seven, but I definitely recommend you end your WSO after a week or so and move it off the Warrior Forum. So many marketers make the mistake of letting their offer 'die' on the Warrior Forum, never to be seen again. Move it to your own domain, register it with Clickbank, sell it as an Earn 1K a Day special offer, and so on. Do whatever you need to do to soak every last bit of profit from it-- it's a valuable product. You want as many people to see it as possible.

Enjoy it-- I know you will be successful when you take quick action.



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