

## **50 INFORMATION PRODUCT CREATION AND MARKETING TIPS**

1. To Create Your 1<sup>st</sup>. Info Product Get Started Now, Not Tomorrow
2. Is Perfectionism Stopping You from Creating Your First Info Product?
3. What do you know? Share it with others by creating an information product.
4. What do you want to know? Learn, research, share with others by creating an information product.
5. Do You Know What Your Audience Needs to Know? If so, create an info product to share your knowledge.
6. Are you a global or linear thinker? Do you prefer mind maps or lists for brainstorming? Why?
7. You can create your first info product by using software you already have, such as Word or even Open Office.
8. Information Product Tip: Teaching others what you know is the best way to learn.
9. Did you know you can use surveys to determine what information product you should create first?
10. Selling your own information products is the best way to make money, especially if you have affiliates.
11. Don't know anything about the topic? It's okay. Outsource it.
12. Gather information from others to create your first information product.
13. Start marketing your information product during the creation process.
14. Info Product Tip: Ask Your Audience What to Name It – Marketing and inclusion in one shot.
15. Decide your payment gateways in advance so that you can sign up for the right systems well before your product is finished.
16. Include images and screen shots in your final report to make it look more interesting to your audience.
17. Repurpose every info product into a new format. PDF can become a multi-module eCourse or membership site content.
18. Add in audio to your information product for a little unannounced extra surprise for your buyers. They'll be sure to come back for more.

19. Always follow up with buyers. Give them a few days to enjoy their purchase, and then follow up. Eventually, ask for a testimonial.
20. To get testimonials for your 1<sup>st</sup>. info product do this one thing: Ask.
21. Webinars are a great way to showcase info products before the hard launch. You'll get buyers and feedback plus build your email list.
22. Include audio and video to increase the value of your information product.
23. Don't forget to set a budget for high quality stock images that you're allowed to use in your information product.
24. When creating an info product, it's important to outline or mind map it first so that you can cover all your points and stay on track.
25. When brainstorming your first info product, be sure to let your mind go. Don't hold back, you can throw out ideas that don't work later.
26. To create a saleable information product you need to understand your niche and audience very well.
27. Study the audience first to ensure that they can not only afford your product, but there are enough to buy it.
28. Create a sales page in advance of selling the product so that you can test its effectiveness.
29. Make different landing pages for your affiliates to help them sell your info product.
30. Marketing Tip: Make graphics, content, and more for your affiliates so that they can grab and go market.
31. Price your information product well so that you can motivate your affiliates to sell more.
32. Understand the entire online process for hosting the product and purchasing the product.
33. What is the single biggest problem your audience has? If you know, that's your info product.
34. Before creating the info product, create a complete outline so that you do not leave anything out. Miss no step in the planning stage.
35. Create an easy to navigate, responsive website and sales page so that people can buy from anyplace.
36. Ask someone to look over your finished product before launch so you can change anything that needs changing.
37. Set up your auto-responder to tease those who sign up with insight into your information product.

38. Set up a pre-sales page to collect opt-ins for your email list and announcements of new products and services.
39. Make a list of product graphics that you'll need like a cover, screen shots of the components and more.
40. Consider marketing your information product on Facebook by hosting a webinar with another expert.
41. Ask for feedback within a reasonable amount of time after your customer purchases the product. Extra Tip: Use Your Autoresponder.
42. When it comes to selling information products, set up automation as early as possible, then plug in content as it's finished.
43. Brainstorm 10 blog posts to write to promote your info product, write or have them written, and load into WP to schedule.
44. Always create an additional, unannounced special bonus to include with the info product to wow your customers.
45. Learn the basic elements of a sales page before creating one or hire someone whose expertise you can trust.
46. Info product tip: Make You Tube Videos Targeted toward Your Niche Link to Your Sales Page.
47. Process Tip: Take notes of everything you do: what goes right or wrong, so you can perfect it next time.
48. Focus on one thing at a time. Don't get side tracked. Use your calendar or project management system to stay on task. Focus wins.
49. Perfection is the killer of goals. Strive for excellence, not perfection.
50. You've heard it before, I'll say it again: Always Be Marketing. Always.