

Fast & Fearless Information Products

Use content you already own to quickly create new
streams of income



Course Book

[Your Logo Here]

Table of Contents

Introduction

Define Your Market and Buyer

Map Your Best Assets to Your Buyer's Needs

Create Your MVP (Minimum Viable Product)

Pricing, Delivery, Set-up and Beta Testing

Feedback and Revision

Conclusion and Next Steps

SAMPLE

Introduction

Developing your own information products (infoproducts) is one of the fastest ways to create new income streams. Infoproducts like eBooks, video courses, and audio courses offer a way to help your target audience with informational content that gives them solutions to their problems. By publishing these products, you not only earn money, but also spread awareness of your brand and build a relationship with your audience, which can lead to more sales down the road. Through these products, you demonstrate your expertise in your niche and your intention to help people.

However, creating this steady stream of content can be a daunting task. Small businesses and solo entrepreneurs are pressed for time and may not have the resources to invest. The daunting nature of this enterprise stops some before they even start.

The goal of this course is to teach you quick infoproduct development. The idea behind Fast and Fearless Information Products is to leverage the resources you have at hand and create small infoproducts that offer enough value to your audience to make it worthwhile, while requiring the minimum investment of resources on your part. You can think of these products as the smallest and most efficient version of your product.

Creating small infoproducts rapidly not only helps you manage your resources, it also allows you to put more out there. With many products on the market that all answer different questions, solve different problems, and respond to different needs, you'll attract more new people to your business and create a brand image. You'll also have more opportunities for feedback to help you improve.

Your goal in this course is to create infoproducts quickly by putting together a Minimum Viable Product (MVP). However, it still needs to meet your customer's needs to their satisfaction. You shouldn't create products that fall short of expectations and fail to deliver just because you're doing it quickly. The key is to take your knowledge and pick out the appropriate amount for each product, and you'll learn to do that in this course.

By establishing simple systems and best practices, you'll create a streamlined protocol for identifying customer pain points, performing an inventory of your knowledge and resources, and brainstorming ideas for creating a small product that will achieve your aims. This system will reduce the time, stress, and resources involved in creating information products while also increasing the profitability of your business. The system can be implemented by any business, no matter how small.

The Benefits of Information Product Creation

In case you're new to the idea of information product creation, here is a brief introduction that outlines its advantages. In the past, businesses created physical products that helped people directly. In the age of the Internet, many businesses create digital information products that contain helpful knowledge. These are sold or given away online, usually by download.

Probably the biggest advantage is that there is very little overhead. Even for a large-scale information product (not the type we're talking about in this course), the costs of production are low. It's simply a matter of gathering information and hiring or managing a content creator if you can't do it yourself. There may be technical costs involved as well, such as web hosting or software fees.

Aside from some minimal charges for software that you may choose to employ, delivery can be absolutely cost-free. There are no shipping charges. You put your product on your website or a standalone site designed for the product, and the customer simply downloads it. It's a simple transaction and there's no inventory for you to deal with.

The popularity of information products has been steadily on the rise for years. This is due in part to general acceptance. A decade ago, more people would've balked at the idea of paying for what's essentially a PDF. Now, it's quite common. A customer will pay for an information product if it addresses their needs. The spread of Amazon Kindle, smartphone podcast players, and other delivery systems has also earned information products wider acceptance.

Today's products and courses often include audio (expert interviews) and video (step-by-step) modules that allow your customer to "watch over your shoulder as you perform the steps". The wider availability of fast, reliable broadband internet connections, means that info products have evolved beyond the basic PDF to include multiple learning modalities, increasing their availability, appeal and overall popularity. Customers understand and believe they can learn, and in some cases even master, new skills by tapping into the combination of instructional styles and learning tools.

An information product, like all web content, gives you a chance to share your expertise with your audience. No matter what business you're in, there are things you know that your customers don't. Businesses use their special expertise to create physical products that help customers, but in the case of info products, you're sharing this information directly, offering help so your customers can DIY it.

A steady stream of information products can earn you a residual income. Once you put your products out there and do the marketing, people can buy

them while you're sleeping. It's a great opportunity to create additional income streams, at the same time that you are serving the specific needs of your market.

This means you can publish quickly, which allows you to address timely issues or use the latest information in the market. At the same time, you are providing solutions for your market and your products are earning credibility in your niche, building awareness of you as an expert.

Finally, you have total control. You're the creator, publisher, and distributor. You don't have to sell through a vendor (although you can), and you can choose to outsource all or some aspects of product creation (to release new products faster) or do everything in-house which keeps your overhead/production costs down but will almost inevitably slow down your time to market.

By the time you complete this course, you will be able to:

- Identify where infoproducts fit into your business model to help you better serve your market as you grow your business
- Define your ideal target market for an information product to create, so that you can be certain your product is tightly focused on your audience's needs
- Identify a common problem or challenge your audience experiences that you know you can help them solve
- Identify the specific knowledge and experience you have related to the problem you identified, so that you know you can provide real solutions to real problems
- Illustrate your solution, system, or product in logical steps that others can easily follow and implement to get results
- Use content, checklists, and cheat sheets you already have in place or can quickly create to develop the content for your product and to

provide additional value

- Set pricing that ensures you make a profit
- Select your product delivery and support systems
- Launch your product with a small group as a beta test, so that you know it will be successful before investing time and money in a larger launch
- Evaluate feedback and results to determine what, if anything, needs to be revised or added to your product
- Create an action plan and schedule for full launch and/or develop an advanced version of a product.
- Identify where you will build a catalogue of problem-solving products and/or courses you can sell to build additional income streams

Learning Activity:

1. Using the worksheet, answer the following questions to define how and where info products will fit into your business model:
 - a. How will you help your market?
 - b. How and where will products increase market awareness of your business?
 - c. How will you integrate products to support/build your business?

ATTENTION:

This is only an excerpt from our full course, [Fast & Fearless Information Products](#)

The full, customizable course contains 7 modules including an Introduction and Conclusion with Action Planning.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Workbook, graphics, tweets, and other resources.

Fast & Fearless Information Products

Use content you already own to quickly create new streams of income

