

Fast & Fearless Information Products

Use Content You Already Own to Quickly Create
New Streams Of Income



Course Book

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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.

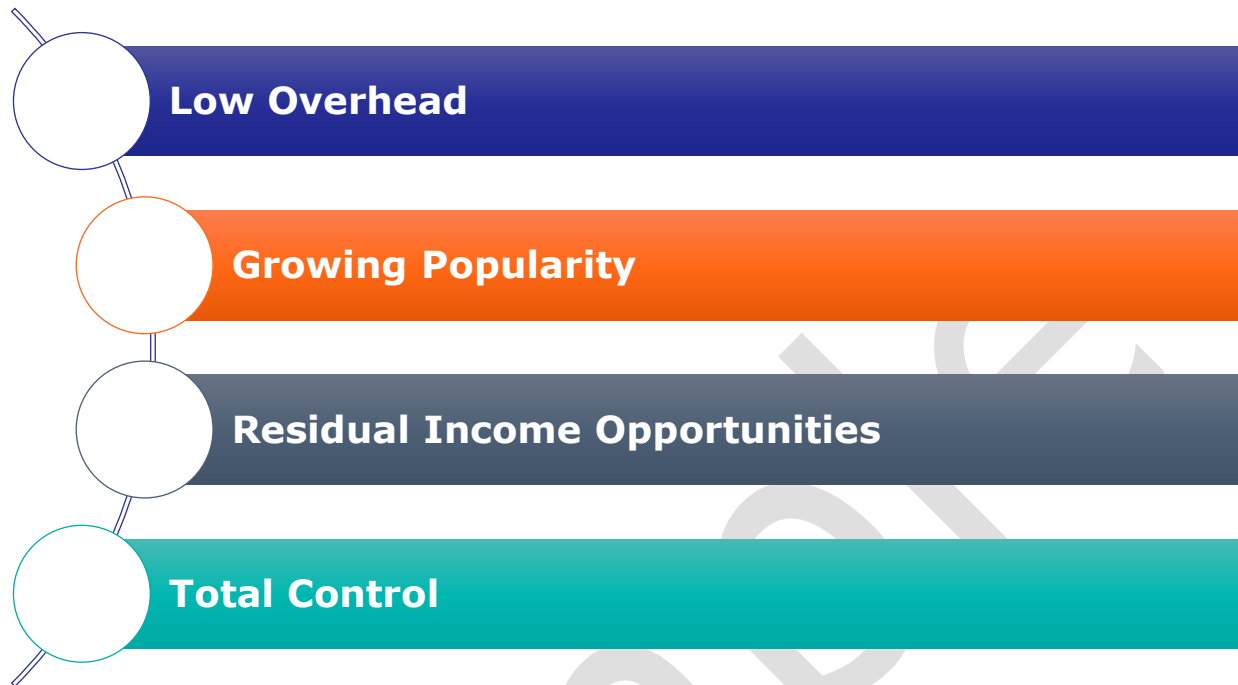
Your goal in this course is to create infoproducts quickly by putting together a Minimum Viable Product (MVP). However, it still needs to meet your customer's needs to their satisfaction. You shouldn't create products that fall short of expectations and fail to deliver just because you're doing it quickly. 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.

Here are a few of the benefits of infoproducts:



Low Overhead

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.

Growing Popularity and Availability

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.

Residual Income Opportunities

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.

ATTENTION:

This is only an excerpt from our full course [Fast & Fearless Information Products](#). The full, customizable course contains 6 major modules and individual lessons.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.

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