

60 Digital Products (Ebooks, Short Reports, Etc.) In 30 Days - Day 2 **by Willie Crawford**

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OK, On To Day 2

The most difficult part of doing this project for me, as I imagine it will be for you, is just choosing niches or topics.

We all have to manage our time or we end up wasting a lot of it, and since I attempt to do about 10 times what the average person is willing to even consider possible, it's critical for me to do things in a very logical and organized fashion.

So, I spent much of Day 2 still doing prep work, but I did choose the topics for my first six digital products and roughly flowed out each. All six are at least 50% completed! I'll unveil them to you soon... complete with the funnel set ups, etc.

I think that sharing my logic (or lack thereof) will be beneficial to everyone.

First of all, let me share with you my time management system...

A large part of how I run my day now is based upon a simple 1-hour audio that I listened to perhaps a year ago. I was previously organized, but this audio, brought things into crystal clear focus, and further enhanced my discipline. The audio was created by online marketing expert, coach and mentor, Sean Mize. The audio basically teaches you to relentlessly FOCUS on one thing at a time, and actually get things DONE!

The training teaches you "the Secret to Overcoming Stalled Success and Becoming Ruthlessly Relentless in Your Business and Life!" I highly encourage you to download the MP3 and to actually listen to it. I've listened to it a dozen times since it from time to time reminds me of how I've decided to run my typical day.

You can read about and download this MP3 free at: <http://therealsecrets.com/Relentless/>

Yes, there is an opt-in form on that page, and in order to get the MP3 you DO need to fill that in. The reason is that I obtained the rights to "resell" Sean's training. The license allows me to resell it at any price that I choose, but with the MINIMUM price being an email address. So, in order not to violate Sean's license, I do require an opt-in, which WILL add you to one of my autoresponders. I don't violate licenses both because I appreciate and respect the effort that goes into creating quality products, AND because I know that it's "bad ju ju!"

** Opt-in, download the audio, and then UNSUBSCRIBE if you choose to! My purpose is not to force anyone onto a list that they don't want to be on. My purpose is to actually help you to regain control of your time, and then you'll magically discover that you seem to have a LOT more of it. Even though I'm currently working on several rather large projects, I still have time to do all of the things that I enjoy doing such as going for long walks, practicing my karate, playing with my grand kids, futzing around in my garden, deep sea fishing, grooming my mind, etc.

The #1 habit that I picked up from Sean's training that prevents me from having the biggest problem many of my friends seem to have is that I begin my day by doing the most important thing FIRST. Every day, I identify ONE thing that if I get that done (or partially done if it's too big to accomplish all in one time-block) will allow me to consider that day to have been very productive and successful.

That means that BEFORE I read my email, listen to or return phone calls, or log into Facebook, I do that ONE thing FIRST. Many days for me, that one thing is working on a writing project... which doesn't actually feel like work since I enjoy writing.

Other days, it may be sitting down and blocking off 1 - 4 hours to actually physically go through (or review again) some training or tutorial. When I buy a course or piece of software, I commit to actually mastering it before starting anything new. If that means going through 5 hours of video training, actually DOING what is being taught, then that's what I do. After that, that skill and knowledge is a part of my DNA.

Only then I give myself permission to check email, log into Facebook, and listen to and return phone calls. The balancing act for me is that Facebook IS one of my biggest tools for getting my work done. When I'm on Facebook, I am communicating with friends and acquaintances, but I'm also using private messages and interaction in groups and on pages to move projects forward in a very organized way. As we get deeper into the training, I'll share more of how and why I do that, but for now, know that Facebook (and other social media sites) can be excellent productivity tools... provided you approach them with an over-arching plan!

So my time management system centers around prioritizing my "to do list" which for many days is composed of just ONE thing, plus I put everything important on my online calendar. I use Google Calendar, and already have things on it that reach into next spring. I also automatically synchronize my Google Calendar with my appointment scheduling system at TimeTrade.com. On my TimeTrade calendar, I indicate what times I'll make available for others to schedule appointments with me. I have very specific blocks of time for very specific purposes. I pass appropriate links to those who need to schedule themselves into my calendar, so that it's convenient for everyone, and my team members know my schedule, and I maintain control of my time!

I opened today's summary by pointing out that deciding on a topic or niche to focus on is what first stops many people. I personally just asked what am I currently working on that I can tie into this project. I also asked how can I ensure that what I create (in the form of ebooks or other digital products) can be profitably leveraged. Like many of you, I want to make sure that I'm NOT creating something that the world won't want, or that will not be profitable/beneficial in some way.

That's easy for me to identify since I simply asked what are my main focuses right now, and how can I leverage this project to benefit those. As I previously pointed out my focuses/niches include cooking, internet marketing, and coaching/consulting... among other things. So, the products that I'm working on all center around those niches.

On the question of "How do you make sure that what you're working on will be something that the world wants, and will be profitable/beneficial?" that can be a challenge for many. I look for proof that the world is already showing an interest in, and willingness to spend money to solve problems related to a specific topic.

Once you've identified a fairly focused sub-niche, then you still have the question of what specifically do you create a product on. One tactic that I use in answering that question is to identify the most pressing problem in a given niche and attempt to solve it. If you can solve the biggest, most pressing problem in a niche (or even solve part of it), then you WILL have something that the world wants.

Another part of the process for me is to identify HOW I'm going to monetize things. As previously pointed out, some of my products will be lead generators that lead "traffic" into VERY specific funnels. I'll share more on that topic with you in the future, but will point out now that everything that I do can and MUST dovetail seamlessly. An example is what I'm doing in the cooking niche. Let's look at that briefly:

- I sell cookbooks and related backend products, and have since I wrote my first cookbook back in 2000.
- For the "60 Ebooks In 30 Days Project" I'm cranking out a number of ebooks that I'll GIVE AWAY that all lead people to visit my websites and/or subscribe to my recipe sharing list which is published five days per week and fuel everything that I do in that niche!
- I'll offer the ebooks for free via social media, advertising on select sites, SEO, and free publicity. I'll share how I do all of those things over the next 27 days :-)
- I'll share recipes (along with graphics/videos) on various social media channels, all with the intent of sending some of them viral, driving traffic to my squeeze pages and into my funnels. For this specific niche, I'll focus my efforts on Facebook, YouTube, Pinterest and Instagram since they are all ideal for sharing visual content (graphics and videos). On all of these channels, content shared has the potential to be "persistent" and therefore benefit this brief effort for a very long time.

So, that's how I'm doing things in the cooking niche, but I'm doing similar things in other niches.

That also explains how I monetize efforts in that niche. In other niches, I am actually going to launch a number of for-sale products. Some of these products will be via affiliate programs. Part of what I've done over the last couple of days is review notes, and other resources on how to most-effectively and most-efficiently do that.

As a joint venture broker, and someone who has an intimate knowledge of what does and doesn't work with product launches, I've decided to focus on two channels, but with an eye towards longer-term objectives in both.

The first channel is that I am going to recruit affiliates/JV partners via groups set up specifically for that purpose on Facebook, Skype and a couple of other places. Efforts in

this arena that focuses on certain channels are naturally more productive than others.

I'm to an extent leaning upon the research of fellow JV Broker/Launch Manager, Pat Flannigan in that respect. Pat released a product not too long ago that shared WHERE he focuses his effort when recruiting affiliates/JV partners for a product launch. I won't share Pat's information directly with you since that wouldn't be ethical, but I will point out to you that it's still for sale... very expensively. Pat's "cheat-sheet" reveals 80+ Facebook Groups and 10 launch calendars and announcement sites that he focuses on.

If you'd like to get Pat's cheat-sheet, which I do use myself, check out:

<http://TheRealSecrets.com/PatsCheatSheet/>

I'll also share with you several places that I list ALL product launches that I work on, including two Facebook Groups that I personally started largely for the purpose of making it easier for me to recruit JV partners. In that respect, rather than chasing after JV partners, I figured out a way to bring them to me :-)

The second channel is that I'm going to use affiliates recruited on the JVZoo and/or Warrior+ platforms. Different products will be on different platforms for reasons that hopefully I'll remember to share with you as we move rapidly along.

Part of what prompted me to focus on those two platforms is an audio that I listened to by my friend Sean Mize (which I also have a resale license for) where he shares how he personally sold over \$129,000 in products in a 6-month period using the Warrior+ platform.

Sean shares that when he first started out, he had no name recognition, no large list, and that when he first started doing Warrior Special Offers (WSO's), VERY few affiliates were interested in promoting his products. They simply weren't interested in taking chances on an unknown when they could look at the statistics and proven successes of better-known product creators. Sean shares how he gradually built up his name recognition, proven successes, etc. to a point that he soon found it very easy to recruit as many affiliates as he really wanted.

Interestingly, Sean also shared that he often chose not to even bother with recruiting affiliates. For many of the products that I personally have released and/or own the rights to, I've also chosen NOT to use affiliates. Our reasoning is very similar on that topic, and if you'd like to access the case-study of how Sean sold \$129,000+ of his own products over the Warrior+ network in 6 months, check out:

<http://williecrawford.com/warriorforumcasestudy.html>

I own a resale rights license for this product too. My license does allow me to offer it to

you as a bonus when you purchase other products, so **if you purchased Instant Product Lab through me, let me know via PM, and I'll get you a copy of the case-study. It's in MP3 audio format.**

If you haven't purchased Instant Product Lab, you still can. The official early-bird launch period is over, but you can (and should) still take advantage of the tool if you want a really, really easy way to crank out digital products. Check it out at: <http://TheRealSecrets.com/60EbooksIn30Days/>

In his case-study Sean reveals which types of products sold best in the Warrior Forum (Internet Marketing) environment. Some of the products that he released did very well, and others totally flopped. He shares which types of products did each, and why he believes that is so.

Part of your analysis needs to be studying what types of products sell best in your marketplace.

For example, as someone who has brokered or watched well over 100 launches in the Internet Marketing space over the past year or two, I can tell you that how-to courses don't seem to do as well as software and other products that offer/promise quicker/easier ways of doing things.

This only makes sense because it's human nature to seek seemingly faster, easier ways of doing things. That's why you see so many people buying "magic, push-button" solutions for things that they want to do. Then, as soon as they notice something that seems to be even faster and easier, they drop the first one and chase after the next "shiny object."

I don't want you to do that. You need to learn to stick with something long enough to give it time to work AND you need to acknowledge that there are no real secrets or magic buttons. Yes, there are things that most people don't know, but in the end you need to just buckle down and stick with a path that you have chosen.

That's why you've seen me mention Sean's training several times in today's summary. Sean's materials DID help me to focus more although my more than 20-year military career had already developed an inordinate amount of discipline in me.

The military also developed in me a willingness to take calculated risks, which is a trait necessary to be really successful as an entrepreneur. There is no such thing as 100% guaranteed success. If you want to believe that there is, then you are only deluding yourself. So, don't be afraid to take calculated risk!

OK, I've gotten somewhat off-track which tells me that it's time to go back to finishing up a couple of products. Expect to see six or seven in the next day or two.

Several products are already done but I want to make time to go back through them again before unveiling them. I'm NOT a perfectionist, but when I put my name on something and then put it out there for the world to see, I do want it to be as flawless as "practical."

As you can see, there are a lot of moving parts to get a handle on. You have to not be afraid to move forward, but you also have to remember the expressions, "**If you don't have the time to do it right, when will you have the time to do it over?**"

Stay tuned!

Willie