PRODUCT CREATION

SUCCESS

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Introduction

So, you want to join the multi-million-dollar marketplace selling digital products like the pros. Chances are, you've heard countless success stories of people who have built incredibly successful home-based businesses on the back of digital information products.

Now you're ready to venture out on your own. You have the drive and determination to do it. There's just one major question:

What will you sell?

Digital products come in many different formats. From imagery to content based products, the possibilities are endless. And with that, so is the income potential. Since digital products don't require tracking, packing or inventory, there is no costly overhead to worry about. Better yet, you can get started with even a very minimal budget just by hiring content creators to do the work for you!

In this special report I'll outline the top digital products worth selling. All you have to do is choose which one most appeals to you, research the market for ideas and create your best selling product.

Are you ready? Let's begi

The Big "E"

Creating informative, unique, and well-written eBooks are one of the easiest ways to make money online. When you think *eBook*, what comes to mind? Perhaps you could write a bestselling fiction book and self-publish on Amazon. Or you could write a comprehensive guide to dominating your niche market, or write a report that solves a problem and sell it to an ever-growing audience.

I've personally made a lot of money selling eBooks in various markets and in many different formats. For example, I began by selling short reports in Internet Marketing that helped new entrepreneurs' set up a profitable business online. I later ventured into health niches where I wrote guides on dating, weight loss and even gardening. These short reports and eBooks sell like hotcakes because they solve a problem, address an issue and speak directly to my target audience.

Digital books are also one of the easiest ways to start making money online because they carry no overhead. Better yet, it's exceptionally easy to set up a digital storefront so that visitors can purchase yourcontent and have it automatically delivered after purchase. This means you can completely automate your business!

To keep things simple, I used http://www.ProductDyno.com to build my digital storefront. Product Dyno works for all digital product formats including plugins, license software and of course, eBooks and it's just one of the easiest ways to get set up with minimal cost and effort. Be sure to check it out.

Here are few ideas to help you get started:

Inventory your own interests and skills

What are you most passionate about? What are your hobbies? What obstacles have you overcome in your life?

You likely already have all the knowledge you need to create your first information product. Think about the experience in your life that others may also be going through and how you could help them overcome a problem, learn a new skill, or improve their life in a meaningful way.

Have you been through a divorce? Are you a single parent? Have you struggled with weight?   Do you have pets?

All of these experiences could easily be turned into a killer information product that will genuinely help your customers!

Evergreen Markets

You should base your digital products around strong, proven, evergreen markets. *Evergreen* simply means that your market will continue to be in-demand for years to come, rather than based on some temporary fad or trend that'll leave you scrambling for the next big thing as soon as it fades out. Don't waste your time or energy on that. Instead, focus on forever-niches like quit smoking, weight loss, credit repair and parenting.

Focus on Problem Solving

Your digital product should solve a specific problem. Whether you have decided to write a book, create a digital training program, or create a plugin or app, it should provide direct assistance in some way (even if that is simply by giving your customer hours of entertainment!).

Problem solving products will always be easier to sell, but they also help you identify and target your customer base so that when it comes time to create marketing campaigns you know exactly how to reach your audience.

Examples:

- How to repair your credit in 72 hours or less!

- How to Avoid Foreclosure!

- Life after divorce: How to be the happiest you've ever been!

Test Your Market

Before you spend months writing an information product, consider testing the waters by writing a series of short reports. Not only will this help you determine whether potential customers are interested in your content, but you can get a pulse on your target audience through customer feedback so that you can create a more in-depth, informative product that tackles their greatest problems.

It'll also let you cut your teeth on the developmental process of creating a bestselling information product without taking up too much of your time. Shorter books or reports will help you get started faster, and if you choose to outsource your content to a qualified ghostwriter, shorter projects will cost less and give you the opportunity to gauge the overall profitability of your market.

Also, going about it this way will give you the opportunity to build a list of prospective buyers by setting up a simple landing page and offering a free download (a report, or special offer of some kind that will persuade them to give you a chance), and go from there.

Create How to Guides

With a how-to style digital product, you're offering a systematic, step-by-step approach to accomplishing a specific task. Your job is to organize and break down the information into simple steps that your reader can follow. You're a problem solver!

Examples:

- How to potty train your child in 7 days or less.
- How to train your dog in under a week!
- How to create a polished resume in one hour!
- How to repair your credit report easily!

Q&A Format

You can create a hot selling digital product just based on market research. Create a swipe file of the top 10 questions from within your chosen market. Then, create an eBook that answers those questions!

Example:

Your Burning Questions Answered: How to maximize your book sales with the top strategies from bestselling authors!

No matter what your eBook, report or content is about, your readers want an instant solution to their problems. They want quick help, advice and information that will steer them in the right direction, improve their lives in some way, and ultimately, help them reach their goals and objectives.

Here are a few evergreen markets worth exploring:

- Self-Improvement (weight loss, public speaking)
- Finances (budgeting, retirement)
- Relationships (marriage, dating, repairing relationships)
- Health Related (acne, insomnia)
- Entrepreneurs (home based business, startups)
- Parenting (potty training, family budgets, meal planning)

Develop Kick Ass Apps

Developing apps for both Apple and Google is a billion-dollar market and one that continues to grow. But, how can we jump into this market if we know nothing about code?

Freelance websites like Upwork.com put you in direct contact with experienced coders who are willing to create an app for you at reasonable rates.   You could also short-cut the process by purchasing   an app from marketplaces like www.Flippa.com and then hiring a coder to redesign the look of your app (not the code) so that it fits your brand.

And there is yet another easier way to claim your share of this incredibly lucrative niche: purchase source code or grab a license to an existing app that allows you to resell it and rebrand it as your own!

Even free apps can make you a lot of money just by featuring advertisements within your content or allowing users to pay to upgrade the app to include additional content (such as access to extra game levels).

To find some of the best places to feature ads within your free app is at the start of the loading process. There are many networks worth considering, including https://www.chartboost.com/

In order to publish apps on the App Store or Google Play store you'll need to set up a developer account which will cost you $99 for Apple and less than $30 for Google Play. Your app will also go through a review process to ensure that it's suitable for the store and follows Apple and/or Google's terms of service.

Here are a few places where you can buy pre-made apps and application templates:

https://www.sellmyapp.com/

https://flippa.com/apps

https://www.fliptopia.com/buy

https://appngamereskin.com/

Courses & Training

People are very happy to pay for knowledge and information. That's why websites like www.Udemy.com are so incredibly successful.

Why do people pay so much money for online courses?

Quite simply because people have problems that they want to solve.

Perhaps they want to build a deck but can't afford a carpenter. Or, perhaps they have a wedding coming up and really want to lose weight to fit into that dress. Whatever the case, people will gladly pay for solutions to their problems.

Here are a few reasons why creating online courses and training material is so profitable:

Anyone can do it.

If you have a marketable skill of any kind, you can easily create an online course that will make you money.

Whether you are experienced in gardening, carpentry, design, baking or music, there's an audience waiting to purchase your course.

Little startup costs.

Most of your upfront costs will be in the time it takes you to create the course. You can go on to register a domain to feature your course, and create a mailing list of customers, but neither of those are required to get your course off the ground. All you need is your course materials and a few hours of your time to jumpstart a marketing campaign!

Tap into the power of training communities.

You can feature your course on websites like www.Udemy.com or www.SkillShare.com and reach a broad market quickly and easily with very little marketing required. Plus, Udemy will help you structure your course, set up your pricing model and deliver the very best training product possible.

Or, go it alone by hosting on your own website while still gaining access to useful tools with a training system like: https://teachable.com

Sell 24/7.

Create your course once, set it up so that customers can purchase and gain immediate access to your course, and you can set your business on total autopilot, selling access 24 hours a day.

Potential to easily increase profits on back-end.

You could add auxiliary components to your course or upgrade options including one-on-one consultations, Skype sessions, bonus training products including mind maps, videos and more.

High Profit Margin

People are selling access to courses for as much as $499 or more!

Online courses also offer ultimate scalability as well since you are not limited by how many students you can teach in any given day.

Graphics & Stock Photos

Do you love photography? Are you proficient with Photoshop? If you have experience taking cool photos, or you're an experienced graphic designer, you can make money online just by showcasing and selling your digital imagery!

Websites like ShutterStock.com and 123rf.com will pay you good money for your stock photos, even if you are an amateur photographer. All you have to do is create a free account and upload your photos!

When just starting out (depending on the stock site), you could earn anywhere from 20-40% per sale, but the more extensive your portfolio, and the more you sell, the more you will be compensated with higher percentages and additional exposure.

The key to making money in stock photography is in a balance of quantity as well as quality. You'll want to build an extensive portfolio that features the hottest selling imagery online.

Take a look through the top selling photos (the most downloaded) to give you a better idea as to the type of photos that business owners and marketing professionals are looking for and build your own portfolio around those types of images.

You'll definitely want to invest in a quality digital SLR camera so that your photos are of excellent quality. Then, work towards building a diverse and robust portfolio of high-quality images. Get started!

Tip: Start by applying at stock photo websites that are known to be easier to get into such as Dreamstime.com.

If you are a graphic artist with a penchant for creating awesome graphics, consider selling book cover services to authors, promotional material to business owners or web designs to new startups. You can feature your services on freelance websites like Upwork.com, to gain quick access to an ever-growing community of potential clients that will allow you to build up a clientele. Make sure to also take the time to build a quick website that features graphics you've created in order to showcase your skills. Just be sure to ask permission from clients before featuring their work.

Tip: The most money you'll ever make will be in promotional material such as logos, business cards and stationery so focus on honing your design skills and target startups and businesses that are looking to refresh their brand.

After you've been able to develop a portfolio from clients on freelance websites such as 99designs.com, consider expanding your outreach to places like CrowdSpring.com and once you have built up a client base of regular customers you'll be able to sell directly through your website, or Facebook page. I'll provide additional resources in the back of this special report.

Subscription Services

How would you like to get paid month after month by an ever-growing customer base, all on complete autopilot?

One of the best ways to build recurring income online is by creating a membership or subscription website or service. This business model allows you to market one website while continuing to cash in on the same customer base, month after month!

Membership sites are based on a recurring content schedule where the website is typically updated once a month (although you can base your updates around whatever schedule you choose). The content is protected by a script that provides access only to paying customers, and typically the system is set up to auto rebill through either your merchant account, or through Paypal.

Once you have your membership website up and running, all you have to do is update it monthly with fresh content and keep your customers happy!

And don't overlook other membership formats, including paid access to video content or training tutorials and guides. Your membership site could consist of purely textual-based content or a mix of both, depending on your market and what your audience wants most.

Make sure to research your market prior to creating your membership site so that you know what forms of content other successful sites are offering and what your audience will expect from you.

Finally, you can choose to host your membership site on your own server, use a remotely hosted option or use websites like YouTube.com to set up private video access where people can only gain access to the content once they've paid you!

Here are a few resources to help you get started:

http://www.ProductDyno.com

I've mentioned Product Dyno before when it comes to protecting my content and reliably delivering downloads to paid customers.

You can also use Product Dyno to create membership-based websites where your content is securely protected until a subscriber has paid to access it. It's hands down one of the most simplified solutions online.

https://www.membergate.com/

Higher priced membership solution. Very robust, feature laden and better for the more experienced web developer.

SubHub: https://www.subhub.com

This is a cool website that allows you to set up a pay-per-view model rather than a traditional subscription format. That means potential subscribers can 'taste test' your offer before fully committing.

Think Outside the Box

I want you to think outside the box. *Literally.* Get creative and think outside the product box. Digital products give you the opportunity to make an incredible amount of money online with little to no overhead, and minimal start-up costs.

Other than the digital products we've discussed, what other types of digital content could you offer?

One couple makes over $400,000 a year selling doll clothing patterns, while a single mom from Atlanta makes $5,000 a month selling access via a weight loss membership site to various low carb recipe books and work out guides.   And yet another guy makes $14,000 a month selling a powerful WordPress plugin that creates a floating opt-in form enabling bloggers to build a list!

The possibilities are truly endless! Spend some time brainstorming by inventorying your own interests, skills, and knowledge. You'd be surprised at how much knowledge or personal experience you have that others would gladly pay for access to!

If you're a gamer, consider creating a series of walk-through guides. If you know a lot about dog grooming, gardening, music, or cooking, consider turning that knowledge into a full-length course that you can charge access to. If you've quit smoking, went through a divorce or overcame challenges in life – think about how you could turn that information into a unique, informative and helpful book that will help others.

By tapping into what you already know, and sharing that knowledge within your product, you'll be able to create an informative, thorough, and solid product that is not only completely original but gives you the opportunity to connect with your target market.

Digital products are by far one of the most profitable methods of generating a sustainable income online. Whether you decide to venture into creating bestselling eBooks, courses, or membership sites, you have everything you need to build a passive income online.

To your success!

Resources

Here are links to the resources found in this guide:

Post Gopher:
http://www.PostGopher.com
The easiest way to set up a digital content storefront online. My top recommendation!

Product Dyno:

http://www.ProductDyno.com

I've mentioned Product Dyno before when it comes to protecting my content and reliably delivering downloads to paid customers.

You can also use Product Dyno to create membership based websites where your content is securely protected until a subscriber has paid to access it. It's hands down one of the most simplified solutions online.

Stock Photo Websites (where you can make money with your digital photography):
http://www.Dreamstime.com
http://www.ShutterStock.com (harder to get into but higher pay out)
http://123rf.com

Graphic Design Marketplaces:
http://www.Upwork.com (great starter website to build your clientele)
http://99designs.com
http://www.CrowdSpring.com

http://www.DesignCrowd.com

http://www.GraphicRiver.net (more money, greater audience)
http://www.RedBubble.com (great place to create t-shirts and other merch from your designs!)
https://www.membergate.com/

Higher priced membership solution. Very robust, feature laden and better for the more experienced web developer.

SubHub: https://www.subhub.com

This is a cool website that allows you to set up a pay-per-view model rather than a traditional subscription format. That means potential subscribers can 'taste test' your offer before fully committing.