

# Micro Coaching Course™

## *Bonus Module: Hiring a Ghostwriter*

**Note:** The following was originally sold as a course teaching others how to hire ghostwriters. The language will reflect hiring ghostwriters to create “products”, however the same practices and principles can be applied to your **Micro Coaching Course™** lessons.

As I recommend in the main curriculum, I highly recommend you create your own content as you are the expert and the one providing the coaching. There will be some cases where you want to outsource certain aspects of your **Micro Coaching Course™**. This guide can help you do that effectively.

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Over the years that I’ve been teaching about information products and selling digital goods on the Internet, there have been a handful of questions that I continue to receive from my clients. Maybe you’ve asked one of these yourself...

- What if I don’t have any special interests or knowledge?
- What if I am limited in time?
- What if I want to create a huge empire of different products?
- What if I can recognize hot topics, but just don’t have any experience in those areas?
- What if I’m not a writer?

Maybe you’ve asked those questions yourself, especially as you’ve considered niche marketing.

Well, there’s a solution for each of those questions – an easy solution that you can begin using as soon as you watch this video, and it’s summed up in three simple words...

### **HIRE A GHOSTWRITER**

That’s right, “hire a ghostwriter”.

Now, that may sound a bit daunting if you’ve never worked with a ghostwriter before, and even if you have, it’s very unlikely that you’ve taken all of the shortcuts and extra profitable strategies that we’re going to look at today.

So, let's talk about ghostwriting.

Now, I'm a big believer in "systems." Anyone who knows me personally knows that I have a "system" in place for everything I do. And by "system," I mean a series of action steps to complete a specific task. I have dozens of systems in place for things ranging from creating an information product to preparing my meals for the week.

When it comes to my business, everything depends upon the various systems that I have in place and one of the systems that I have developed is the process by which I hire a ghostwriter to create content for me.

In just a minute, I'm going to give you a first-look at my system – there are seven steps - for profiting with ghostwriters. But, before that, I guess we should probably begin with a definition of ghostwriter.

According to Dictionary.com, the definition of a ghostwriter is...

----- Definition: "Ghostwriter" -----

A ghostwriter is someone who anonymously writes something for you when you can't, or don't want to, do it yourself.

For our purposes, it is someone you pay a one-time fee to in exchange for them creating content for your exclusive use.

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It's not a new concept by any means. When I grew up, I loved reading the Hardy Boys mysteries. Franklin W. Dixon was the author and I just loved to read about the sleuthing skills of Frank and Joe Hardy.

It wasn't until I was older that I came to find out that Franklin W. Dixon didn't actually write the Hardy Boy mysteries ...

### **HE HIRED A GHOSTWRITER.**

**In fact, SEVERAL different ghostwriters.**

Some speculate that even William Shakespeare didn't write most, or possibly any, of the great works of literature that are accredited to him.

The point is this: if you want to create dozens of information products in red-hot niches without doing the work yourself, here's the solution...

### **HIRE A GHOSTWRITER**

So, let's move on to talking about the actual steps involved in hiring and profiting from a ghostwriter.

There are many qualified writers available at very affordable prices, and they are just waiting to make money for someone like you.

So, that's what ghostwriters do. But, how do you find them, hire them and profit from them?

Let's talk about my system.

I call it the **“Seven ‘C’s” System**.

No, it's not because I spent too much time as a child wishing I was a pirate.

Nor is it any reflection upon the kinds of grades I had on my high school transcript.

It is simply because the first word of each of the seven steps in this system begins with the letter “C”.

----- [ Sidebar ] -----

I must make one quick assumption. I am assuming that you already have done your research and have selected a topic for a niche product that you want a ghostwriter to develop for you.

If this isn't the case, then you'll need to spend some time choosing a niche topic before you launch into this checklist of action steps.

What we'll be dealing with in this system is the actual process of finding, hiring and profiting from a ghostwriter.

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Having said that, let's look at **the system**. A seven-step checklist that begins with step one, which is...

**1. Compile a loose niche product outline.** “Compile a loose niche product outline.” One of the things that I learned the hard way when I first began working with ghostwriters is that there are many different interpretations and expectations when it comes to content.

Example: What I consider to be the “basics of time management” may not necessarily be the same for you, or for a ghostwriter that I've hired.

I found out the hard way that everyone has their own viewpoint and two viewpoints seldom match up exactly.

So, rather than take a chance that the ghostwriter is going to deliver the materials that I wanted – or, worse yet, that I was going to have to waste time and money re-doing projects – I started writing out a very loose outline of exactly what I wanted covered in the content that the ghostwriter was to create for me.

Instead of saying, “I want a 50 page manual on the basics of time management,” I shared 7-10 subtopics that I wanted covered in the manual...

- The basics of prioritizing
- The basics of goal-setting
- The basics of organization
- The basics of overcoming procrastination
- The basics of delegating

And so forth.

But, I didn't stop there. If there were specific things that I wanted mentioned in any, or all, of those items I wanted covered, then I would mention those as well. Not just “the basics of goal-setting” but also...

- How to identify your primary goal
- How to create action steps to reach your primary goal
- Common mistakes people make in goal-setting

So, now the ghostwriter has a clearer idea of what I'm wanting, which does a lot of really good things for us both...

1. It allows us to avoid misunderstandings and conflict.
2. It allows us to save time by getting things right from the beginning.
3. It allows the ghostwriter to know going into the project if they can deliver what I want.
4. It gives me confidence that I'll be receiving what I paid for with minimal, if any, delays.
5. It oftentimes **LOWERS THE PRICE I PAY** for the ghostwriter, because I've eliminated a lot of the research for them.

The more detailed your outline is, the better. Now, I do want to mention that it's important to be flexible and to leave your ghostwriter freedom to be creative.

What you don't want are "16 ways to do XYZ" or "A 9-step system for XYZ". Communicate the specific ideas you want covered and let your ghostwriter be creative in presenting the content.

After all, that's what you're paying them to do.

So, here's what I recommend that you do. It's a very simple brainstorming tactic...

1. List the major points that you absolutely want covered in your manual. Write them all down.
2. Loosely organize them in logical groups. You can do this by either (a) Arranging by topic – In other words, group your ideas into related themes, subjects or topics, or (B) Arranging by sequence – In other words, group your ideas chronologically. I.e. "Step 1," "Step 2," "Step 3".
3. Write at least 2 sub-points for each of the major points. Think of things like avoiding common mistakes, frequently asked questions, tips and examples.

Now, you may be thinking...

***"What if I don't know what I want covered?"***

I'll give you a hint.

**Hint:** Check out the salesletter for your competitor's product and see what information their product covers to give you some ideas for your own product.

### **3 Proven Steps to Getting Your Ghostwriter to Create Your Product Exactly The Way You Want Them To!**

The critical thing about the actual writing part of your project is to make certain that your ghostwriter knows exactly what you want delivered in the content of the product.

The best and easiest way to do this is to create an outline for the ghostwriter to work from.

That way, they basically "fill-in-the-blanks" and you get the exact information you want included when the product is completed.

Don't worry, creating this rough outline can be very easy to do if you know my simple 3-step system. And, you'll know it – oh sometime in the next 3 minutes or so.

The first step is to...

1. **Determine the "type" of product you want created.** There are several different kinds of information products that you may want to have written for you. Before you do

anything else in the outlining process, you need to decide which of the options is the one for you. While there are many different kinds, perhaps the three most popular are: list, frequently asked questions and the “how-to” tutorial.

1. **List.** A list product is just that. It’s a collection of tips, ideas, ways, keys, strategies, etc. An example might be, “101 Weight Loss Tips.”
2. **Frequently Asked Questions.** This product usually takes the top 20 or so questions on a particular topic and provides answers for them.
3. **How-To Tutorial.** This is the all-time classic of information products. The product simply explains “how to” do whatever the topic of the product is focused on and usually walks the reader through the exact steps of the process, such as “How to Build Your Own Computer From Spare Parts.”

You just need to choose one of them and then it’s on to step 2...

**2. Rework your competition’s bullet points.** After you’ve decided what type of product you want to create, look around for some existing competition that has a salesletter available. Specifically, you’ll want to identify any benefit statements that are made. These are oftentimes found in a bulleted list on the sales page.

Then, you simply convert as many of them as you choose into points to include in your outline. Let me give you an example of how this works. Suppose you – and I hope you don’t – but let’s suppose you wanted to create a product about “conducting interviews to get free content for information products,” You’d simply drop by competitor’s sites and when you did you’d find several bullet points.

Now, these bullet points can give you the basis for some things you’d like to have covered in your own product.

You’re not stealing anything from your competition. You’re not asking for the same exact thing they are sharing. You’re simply getting ideas for the 100% original content you’re ghostwriter is going to create.

You’re simply getting some ideas for your outline.

After you find plenty of ideas, you simply move on to step 3 which is to...

**3. Organize your points and subpoints in a logical sequence.** Compile your ideas into either a chronological or topical sequence.

If you’re creating a “how to” product, then organize your points and subpoints into a chronological order. Which comes first, what’s second, then what’s next after that and so on.

If you're creating a "frequently asked questions" product or a "list" product, then organize your points into a topical order. Simply arrange the ideas into related topics, grouping them together with those that match the closest.

And just like that, you've got an outline ready for your ghostwriter that lets them know exactly what you want in your product. It's the surest way to be completely satisfied with the direction your ghostwriter takes in developing your product that I know of.

Now, the question might arise, "what happens if there are absolutely no other products available on the subject?" "What if I don't have any competition at all?"

Then, you can search your favorite search engine for articles, reports and other content on the subject and basically use the same approach.

And if there is absolutely no content anywhere on the subject, then there may not be enough interest in the subject to warrant creating the product in the first place.

So, that's step 1 of the system. "Compile a loose niche product outline." That brings us to step 2, which is...

**2. Craft a project description.** "Craft a project description." Another lesson that I learned the hard way is this...

**You have to be clear on more than just the specifics of WHAT you want included in the product itself.**

I have had some absolutely bizarre things happen to me with some of my early ghostwriting projects.

One time I asked for a 50-page manual on a particular topic and I got a 50-page manual, just like I asked for.

Only there were, let's say, some "problems" with the 50-page manual.

1. Firstly, the margins were set to 2" on all sides, double what they should have been. Which means that I was getting less words per page than I should have. I lost about 4 pages of content right there.
2. Secondly, the text was TRIPLE spaced. That's right, instead of single-spaced, which is what I was expecting, I got more white space than a HGTV makeover special. Lost more pages there.
3. Thirdly, - yes, it gets even better – the font was like 30-POINT size! I mean, you could read the text from across the street – it was like billboard size.

4. Fourthly, there were TITLE pages inserted in there that simply read “Chapter 1” and “Chapter 2” and “Chapter 3”. There were 5 chapters, and that meant, you guessed it, each one of those chapter pages counted towards the 50-page manual.

All told, I paid for 50 pages of content and got about 20 pages delivered.

There was nothing I could do about it because I wasn't clear about what I considered to be a page.

The point I want to make is that you absolutely **MUST** be clear in the parameters of what you want delivered. Things like...

- The exact parameters of the formatting. I.E. Margins, spacing, title pages, font size, file type, etc.
- The fact that you want 100% original, exclusive content. Yep, you better mention that **VERY CLEARLY**. Otherwise, two things can happen. And neither of them are good.  
How do I know? They both happened to me. If you don't stress this, then you could get yourself in trouble with a ghostwriter who is plagiarizing copyrighted materials OR you could find a ghostwriter who recycles content. I.E. You are getting content they've used before, or they'll be using your content again. Always mention that you want 100% original, exclusive content.
- Ask for unlimited revisions until you are completely satisfied. I always stress this in the description. Project's not over until I'm happy. You simply have to protect yourself.
- List the time frame for completing the project. Let the bidders know when you expect the first draft and when you expect the completed product to be delivered.

The important thing here is to think things through carefully. Be very specific about what you want, and you should have a very pleasant experience.

Now, I have a standard ghostwriter agreement that I use which I'm making available to you as an owner of this product. Feel free to copy and paste this – and modify it for your own use...

### **Ghostwriter Agreement**

© Copyright Brian T. Edmondson. All rights reserved. Permission is granted for personal use of this agreement in whole or in part for the purpose of posting a ghostwriting project description. You may not distribute this agreement in any way for use or viewing by others. This agreement is not intended as a substitute for legal advice. If advice concerning legal or related matters is needed, the services of a fully qualified professional should be sought.

----- [ Begin Copy ] -----

1. The completed manual you create for me needs to be your 100% original work and free of any copyrighted or plagiarized materials.
2. I will own all rights to the completed manual. You may not distribute the manual in any way upon delivery.
3. The agreed upon bid for this project will be the only compensation due for completion of the manual.
4. While I am very easy to please, unlimited revisions will be expected until I am completely satisfied with the completed manual.
5. The first draft will be due in two weeks from the starting day of this project.
6. The final version of the manual needs to be delivered to me as a Microsoft Word document file with the following parameters:

Font, 12 point Times New Roman; title page and chapter pages do not add toward the 50 page total for this manual; table of contents does add toward the 50 page total for this manual; type should be single spaced; page margins should be set at .75”.

By bidding on this project, you acknowledge that you have read and agree to these terms.

----- [ End Copy ] -----

Again, you’ll want to make certain that you “Craft a project description” for your ghostwriting assignment. When you have that completed, take your product outline and the project description and...

**3. Create your ghostwriting project listing.** “Create your ghostwriting project listing.” In other words, post it at one of the online services for writers to bid on the project.

Generally speaking, this isn’t going to cost you anything to post. Most of the services do require that you have a credit card on file with them to ensure that you’ll pay for the project once it is completed, so bear that in mind.

I’m not going to spend a lot of time on this, because it’s a very simple process. You simply choose the appropriate category for your project (this will vary, depending upon what service you use), provide your outline and description, and answer a series of questions about the budget for your project, time frame, etc. Shouldn’t take more than five minutes to post your project.

A lot of people ask me who my ghostwriter is, and where I post my projects. Well, I’m not going to tell you WHO my ghostwriter is – and I’ll share why I highly recommend that YOU never reveal the identity of your ghostwriter later in our lesson.

## **But, I will tell you where I hire most of my writers for outsourcing projects.**

Personally, I use UpWork.com and Fiverr.com a lot. I've spent tens of thousands of dollars there over the years and – once I figured out the shortcuts and how to avoid the mistakes that I'm sharing with you – it's been a very profitable arrangement for me. So, that's the site which gets the bulk of my ghostwriting business.

Of course, you can also go to Google.com and search for “ghostwriters” or “freelance writers” to find other sites as well. I will caution you that many ghostwriters at some of the other sites are quite pricey, so be aware of the potential costs before you dive in.

That brings us up to step 4 in my system, and that is to...

**4. Consider bids and vendors.** “Consider bids and vendors.” Once you have posted your project where vendors bid on your listing, you'll start getting some action.

Vendors from around the world will begin submitting their bids for completing your project, along with some particulars for you to consider. From here, it's up to you to decide which of the vendors you want to select for your ghostwriting assignment.

**Selecting a ghostwriter can be tricky.** You'll see a wide variety of bids and vendors, from all parts of the world and MANY of them will appear to be just what you're looking for on the surface.

How can you decide which one is best for your project?

While there are no “set-in-stone” rules that work for every single project, I've found in my own experiences – again, through many mistakes and failures – I've found that there are seven things you always want to check in deciding which ghostwriter to pick for your project.

### **1. Check price.**

The first thing you want to check is “price.” Obviously, if you've got a strict budget, then you'll want to look for bids that fall into your range. I will caution you to be wary of bids that are significantly lower than the others. While it's not always the case, the old rule of “you get what you pay for” oftentimes applies. For me, I have a price in mind that I want to pay for a project, but I rarely let price be a major influence in my decision. There are other things that are more important.

### **2. Check feedback.**

You'll also want to check “feedback.” For every project that a vendor is awarded, the customer is able to leave feedback concerning various factors of the project such as the vendor's promptness, quality of work and so forth. You may want to avoid

vendors who have several “bad marks”. I look for vendors who have exemplary track records and don’t settle for “average” or below.

### **3. Check experience.**

Don’t forget to check for experience in the particular area of interest that your project is focused. If two vendors are equally qualified in the other things you check and one has already penned a book on the same topic or has some practical experience related to the topic, then that may be just the edge needed to make your selection. When available, I look for vendors who don’t need to do much research on the subject, but rather already have knowledge and / or experience in that area.

### **4. Check history.**

Make sure you also check the history of the vendors’ involvement at the site you have posted your project at. While not all newcomers are flaky, unstable risks, there are many more potential problems with a newcomer than with someone who has a deep-vested history of successful projects at the site. The more successful projects under their belt, the more likely the vendor is a solid, reliable ghostwriter to work with on your project.

### **5. Check portfolios.**

Most ghostwriters have portfolios available at the posting site where you can peruse their existing materials to check quality of content and writing style. This is a great way to “preview” the KIND of content you’ll be receiving for your project without actually investing any money. Check out the portfolios of the handful of vendors that you’re seriously considering. This alone will usually be the difference maker.

### **6. Check terms.**

You’ll also want to check the terms of the vendor. Experienced vendors will oftentimes expect 50% of the total bid to be paid in advance. This is especially true if you are a newcomer to the site and have no history of your own. If you don’t have the funds available up front, then this will obviously affect your selection decision. Check the vendor’s terms, specifically in regards to funds and delivery times.

### **7. Check language.**

There are many qualified writers who are incredibly gifted, but the language you want the product written in isn’t their first and primary language. And, because of that, there can be some problems in the finished product.

Example: Sometimes verb tenses are mixed up or words are inverted, even used improperly.

Example: Other times they use phrases and cultural references that your target audience may not be familiar with.

So, make certain that the ghostwriter you choose is fluent in the language that your product will be written in.

Again, these are some shortcuts that I didn't have when I first started working with ghostwriters. I had to learn the hard way ... so I really am glad to be able to share some of these things with you so you don't have to go through the same kind of trial and error.

While these rules won't get you a perfect success story 100% of the time, they certainly narrow down the odds of having problems. I wouldn't choose a vendor without carefully considering each of the six things that I mentioned here.

Now, before you actually choose one of these vendors, let me give you a simple "trick" here that most people never think of that will help you get a special deal from the ghostwriter you choose. That's what step five is all about, which is...

**5. Communicate with short-listed vendors.** "Communicate with short-listed vendors." After you've checked the things we just talked about, you'll have it narrowed down to a few vendors who are on your short list.

These are the folks that you are seriously considering for the project. Now, in almost all cases, you can contact them privately to ask questions and so forth before you actually choose them.

So, here's what you do – you contact the one vendor who is at the top of your list and...

### **YOU NEGOTIATE.**

And what I meant by that is simply this: you let them know that it's between them and one (or two) other vendors for the job. And you ask them for one of two things:

#### **1. Ask for a discount.**

The first thing you can do is "ask for a discount." If Vendor A has bid \$250 and Vendor B has bid \$300, but you really like Vendor B the higher priced guy best, then contact him and say this: "I'd really like to choose you, but I've only got \$250 budgeted for the project. Vendor A is second on my list and he's within budget, but I'd rather go with you. Would you consider lowering your bid to \$250? If so, I'll choose you today." I have NEVER had a vendor turn me down to date when I have made this request. NEVER. If the discount you're asking for is 15-20%, you'll almost

always get it. Especially if you mention that you've got future projects that they'll be given priority consideration. So, that's one thing to negotiate. If not a discount, then you can also...

## **2. Ask for additional assets.**

If you are hiring a ghostwriter to create a manual for you, then here's what I recommend you do. When you have narrowed it down to a short-list, contact your top pick and ask them this: "I've narrowed it down to you and one (or two) other vendors. I was wondering if you'd include a 500 word newsletter article in your bid price. If you will, then I'll end the bidding now and choose you as the winner." And just like that, you can receive an extra article – at no additional cost – that you can use to promote the product when it is finished. Again, I've never been turned down in asking for this additional asset.

Better knock on wood, huh? Seriously, a short article is nothing for these guys to write, and if that's all it takes to get a \$500 job, most will grab it without a second thought.

So, you negotiate. Simply send the short-listed vendors a message through the private message system at the listing site and see who gives you the right response.

And then...

**6. Choose and work with a ghostwriter.** "Choose and work with a ghostwriter." I'm not going to spend a lot of time here. This is just a simple step at this point.

You've looked over the candidates. You've negotiated a deal. Now, make your choice. The listing service will have some system in place where you choose a vendor, usually by the click of a button.

Click it.

The vendor will usually accept the project within 24 hours. Make any down payment that you agreed upon. Contact the vendor in the workspace provided to you. And work with them on completing the materials by reviewing the drafts they send you, offering suggestions and keeping in regular contact with them.

In a short amount of time you'll be presented with the final draft of your materials. Make the final payment. Leave positive feedback.

And move on to the final step in the process...

**7. Complete your product by working the “backend”.** “Complete your product by working the ‘backend’”. This is probably the most overlooked money-making strategy in all of niche marketing.

So listen closely.

I have a colleague who owned a baseball card shop.

Yes, believe it or not, this is important to YOUR success in building a "wildly profitable" niche product business.

So indulge me as I share this story with you.

He opened this baseball card shop and did "okay" with it.

"Okay" meaning that he made a little bit of money, but certainly not enough money to get overly excited about it.

One of the main reasons he didn't make a substantial amount of money... I.E. "wildly profitable" ... was simple: In the middle of winter it was hard for his customers to be interested in baseball cards.

Unless you've been living on the planet Neptune, you know that baseball is a summertime sport. In the winter, no one gives the sport much interest.

In the winter, folks love to watch FOOTBALL.

So, in order for his baseball card shop to really become "wildly profitable," he needed to add football cards to his lineup.

He did. And he made more money than before. But still not as much as he'd like to make.

You see, football season ends around late January and baseball season doesn't get started until a few months later.

But, as he realized with great relief, there was a BASKETBALL season during that time period. And he started offering -- and selling! -- basketball cards at his shop.

In fact, he started offering baseball cards, football cards, basketball cards, hockey cards, NASCAR cards, golf cards and even "collectibles" like figurines, coins and posters.

His baseball card shop became a "Sports Cards and Collectibles" shop and business boomed. That shop made him enough money in 2 years to get completely out of debt, including buying the home he lived in at the time.

And he learned a valuable business strategy that has allowed him to become very successful online as a marketer.

A lesson that I pass on to you with great expectation that you too will find tremendous profit when you apply it to your online business.

Here it is...

—

**The key to success in any business is to establish and grow a customer base that continues to make additional purchases from you.**

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Look at any successful business and you'll find that model in place. It's the foundation that companies like Pizza Hut®, Wal-Mart® and Netflix® have used, just to identify a few examples.

Think about it.

If Pizza Hut® only sold their customers one pizza, they'd be out of business. They depend upon you and others to come back and buy pizzas (and soft drinks and cheesesticks, etc.) from them over and over again.

What if Wal-Mart® only sold thumbtacks and seltzer water?

They wouldn't get much of my money, and probably little of yours as well. I don't like seltzer water and I rarely use the high-profit margin thumbtacks.

Wal-Mart® depends upon you and I buying a WIDE ASSORTMENT of items from them on a REGULAR basis.

What if Netflix® only carried a handful of movies that you can stream? I mean, Tom Hanks is a great actor, but there's only so many times you'd want to hear him say, "Mama always said life is like a box of chocolates. Am I right?"

Netflix® offers a huge variety of movies in every imaginable genre so you can stream more and more and more.

It's all about growing a customer base of folks who give you repeat business.

The principle applies online as well, and is especially critical to niche marketing.

You won't make a fortune creating one eBook entitled "How to Get Your Dog to Roll Over and Play Dead". Sooner or later, you'd run out of folks who are interested in that particular title.

My money is on sooner.

It's a "niche." That means less people are going to be interested in and actively seeking that particular information.

However, if you have a lineup of 10-15 different products (or even more) related to dog lovers, you could see a substantial amount of profit come in. Instead of buying one eBook from you, your customers have a series of related products to gobble up.

**Expanding Customer base + Multiple Purchases Per Customer  
= Wildly Profitable Business**

Look at my business online.

I don't sell ONE "internet marketing" course.

Instead, I have several RELATED products on the market. Most of my customers always buy more than just one of them in time. Many of my customers have bought them all.

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**The key to success in any business is to establish and grow  
a customer base that continues to make additional purchases from you.**

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You don't just sell baseball cards.

You sell baseball, football, basketball, hockey and the rest. Not just one pizza, but many pizzas.

Much, much more than just thumb tacks and seltzer water.

Now, of course, you can setup a subscription site that you update on a monthly basis and members pay you on a monthly basis for access to your updates. That is certainly an option, especially if there is a particular area that you are passionate about and if you have a lot of knowledge in that area.

But, that's not what I'm going to recommend at this time. We'll talk about that later.

What I want you to focus on is setting up niche businesses that basically run on autopilot. Niche products that you don't have to update regularly, that you don't have to possess any

special knowledge about and you don't even have to be interested in at all ... you just know the topic is popular and can be profitable to you.

I cannot stress this enough. It's a proven fact:

**It is MUCH easier to sell MORE to existing customers than it is to go find new customers.**

If you've done your research and you've found a hot button with consumers and you've got a niche product that is doing okay and especially if it's doing well, then you simply have to crank up the lifetime value of your customers and get them to spend more money with you.

Now, there are a lot of different ways to do this with affiliate programs and recurring income membership sites and so forth, but what I want to share with you now is an incredibly easy way to increase the amount of money your customers spend with you.

What I always recommend to my clients when it comes to niche marketing is this ...

**YOU SHOULD ALWAYS HAVE A PART 2!**

Let me say that again, you should always have a part 2.

If you've found a niche, had a product developed, and people love it, do you think there's a chance they might be interested in a part 2? Of course they would.

If they were interested enough to buy part 1, and they were satisfied with it, then they'll be a likely candidate to buy part 2 as well, especially if they are offered a discount for the second sale.

Let's say you have a product, "101 Tips for Losing Ten Pounds". That's a good start, but our goal is to get people to make repeated purchases from us. Obviously, they aren't going to need more than one copy of that eBook.

So, that's where we begin creating "multiple, related products that cross promote each other." It begins with a "part 2", but it could extend into an entire lineup of products.

There are a couple of ways to go about deciding what kinds of additional products to create. You can create products that are...

- Related by audience interest
- Related by audience experience

Let's look at some examples.

**Related by audience interest.** We've got our "101 Tips for Losing Ten Pounds" ebook, so what could we create that would be related by "audience interest?"

Well, what is our target audience interested in? They are interested in losing weight and getting in shape.

So, we could create these products...

- How to Lose 10 Pounds in 10 Days
- How to Tone Up Your Tummy
- One Minute Exercise Routines
- 7 Ways to Boost Your Metabolism
- Low-Calorie Meal book
- Walking Your Way to Better Health
- Yoga for Beginners

I mean, we could go on and on here with ideas. Do you see what I mean here?

These products are all decidedly different from each other, but they are all related to our target audience's interest – that of losing weight and getting in shape.

Anyone who buys your "101 Tips for Losing 10 Pounds" course would likely be interested in one or more of these additional products, because they are highly related.

Some of our customers will buy them all.

And as you begin marketing these individual products, they all promote each other. When someone buys the "7 Ways to Boost Your Metabolism" ebook, it mentions the others in the series. On the "thank you page" for ordering the "Low-Calorie Mealbook," you mention one or more of the other products. In your follow-up mailings when someone buys one of the products, you promote the others.

Use your order pages, thank you pages, receipt mailings, shopping cart, ecourses, etc. to offer them each of your different products. Use the products themselves as an advertisement for your other products by mentioning them.

And watch your profit multiply!

Your customers ultimately make multiple purchases from you.

And if you question whether or not this strategy works, look at your own computer. Chances are, if you've been involved in doing business online for any amount of time at all, you've bought products related to affiliate marketing, driving traffic to your site, building email lists, creating your own products, using pay-per-click search engines and so forth.

These are all related by interest – the interest of internet marketing or doing business online.

It works for all topics, for all target audiences whether you or they realize it at all.

So, that's related by interest. Now, let's take a look at...

**Related by audience experience.** My mom walks. She bought a Leslie Sansone workout program for beginners.

It's gathering dust today.

Not because she never used it, but because she no longer uses it. She moved on to a 2-mile workout, then the advanced workout.

That's what I mean by "related by audience experience level." You create multiple products that advance your customer from one to the next, based on their level of experience.

The strategy works at all levels, with all business models, with all niches.

I mentioned a "Yoga for Beginners" product a moment ago when talking about related by audience interest. We'll use it as an example here. You could expand your product lineup by creating products that are related to the experience level of your target audience...

- Yoga for Beginners
- Yoga for Intermediates
- Yoga for Advanced Students

As your customer feels comfortable with beginning Yoga, they will likely want to "graduate" to an intermediate level, and then on to an advanced session.

And you can also weave in other focal points of your product to particular experiences that your target audience might face in their lives as well...

- Yoga for Expectant Mothers
- Yoga for Physical Therapy
- Yoga for Depression
- Yoga for Instructors

- Yoga for Busy Moms
- Yoga for People Over 50
- Yoga for Children
- Yoga for Airline Travel
- Yoga for Office Workers
- Yoga for Runners
- Yoga for Men
- Yoga for Golfers

**(And from most of these, you can move them to “intermediates and advanced as well!”)**

That’s how you create products that are related by the experience level of your target audience.

And this strategy of creating a myriad of related products for the same target audience works for any niche you are focusing on.

Maybe the best part of this system is the fact that you can hire ghostwriters at UpWork.com to write these products for you and actually get a half dozen products up and running at basically the same time if you want, all cross promoting each other.

Or, you can have one created at a time, add it to the lineup and your marketing and then continue to add more and more products as you begin to make more money.

It’s really up to you how you want to proceed.

**The important thing is to actually proceed.**

You have to work the backend. That’s where the real money is made with your business.

You find more customers and repeat the cycle over and over again.

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**The key to success in any business is to establish and grow a customer base that continues to make additional purchases from you.**

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Don't ever forget that. Let’s do a quick review.

The “Seven C’s” system...

1. **Compile a loose niche product outline.**
2. **Craft a project description.**
3. **Create your ghostwriting project listing.**
4. **Consider bids and vendors.**
5. **Communicate with short-listed vendors.**
6. **Choose and work with a ghostwriter.**
7. **Complete your product by working the “backend”.**

That’s the system. Use it over and over again.

Sincerely,



Brian T. Edmondson  
Author, ***Micro Coaching Course***<sup>™</sup>