

# PRODUCT CREATION CRASH COURSE

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## Why You NEED to Create Products...

### The "Old Model" Doesn't Work Anymore

You're told you should use lead magnets and gifts to build an email list. Stick those lead magnets on a squeeze page and send traffic to it, right? Well, if you've tried it, you've already discovered that it doesn't work very well.

After spending time and/or money on sending traffic to that page, you'll usually notice most people aren't exactly giving you their best email address. In fact, about one-third of them are giving you a fake email. And of the ones that are giving you a real one, it's usually one they reserve for "junk" which is how they think of your promotional material.

That means it's an address they don't check regularly, and so it's about as useful as a fake one. And keep in mind; they're called freebie seekers for a reason!

They don't buy things. Usually what happens at this point is that a struggling internet marketer starts to realize his or her marketing emails are getting open rates of around 4 or 5% and generating zero sales and that all their effort in creating a lead magnet and landing page and driving traffic was a giant waste.

So, they give up on IM and assume it's all a big hoax. Sad story, but it happens every day, and it's the ultimate end of about 95% of would-be internet marketers.

So, what are the other five percent doing differently? Easy. They're creating and selling products of their own.

### Why Creating Products is Better

- You control your profits. You don't have to make due with small commissions or split the revenue with anyone.
- Creating and selling a product establishes credibility like nothing else. In a market packed full of so-called gurus and celebrity marketers, you'll need credibility.
- Buyers Lists tend to be much more responsive and more likely to buy things you market to them.
- Creating products gives you content you can re-purpose or package with other products later on.
- It's what all successful online entrepreneurs are doing. Look at your inbox right now. What do all your favorite entrepreneurs' and marketers' emails have in common? Sure, they're all pitching other people's stuff as affiliates. But, they are also all launching and promoting their products (some of them do it every month!)

Do you want to mimic the success of top entrepreneurs today? You need to do what they're doing. Bring your product to market.

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## Some Product Types You Can Easily Create Right Now:

**EBooks:** You know you've got knowledge others could benefit from. Spend a few hours at the keyboard and crank out your first eBook! We'll explain exactly how to do it.

**Video Course:** Got a camera or screen capture software? How about a slideshow program? Then you've got everything you need to make an excellent video course on any topic! We'll show you how it's done.

**Software:** That's right. You don't need to be a programmer. It's surprisingly cheap and easy to get a freelance programmer to create a software application for you. We'll reveal how to find and approach them.

That's not all. There are plenty of product types. We'll reveal a ton of them to you. So, How Do You Do It? Read on!

## Chapter 1:

### Why Product Creation

If you've been looking at starting an online business for a while, you've probably seen several different business models floating around. Perhaps the most popular one is affiliate marketing.

You're told you should use lead magnets and gifts to build an email list. Stick those lead magnets on a squeeze page and send traffic to it, right? Well, if you've tried it, you've already discovered that it doesn't work very well.

After spending time and/or money on sending traffic to that page, you'll usually notice most people aren't exactly giving you their best email address. In fact, about one-third of them are giving you a fake email. And of the ones that are giving you a real one, it's usually one they reserve for "junk" which is how they think of your promotional material.

That means it's an address they don't check regularly, and so it's about as useful as a fake one. And keep in mind, they're called freebie seekers for a reason!

They don't buy things. Usually what happens at this point is that a struggling internet marketer starts to realize his or her marketing emails are getting open rates of around 4 or 5% and generating zero sales and that all their effort in creating a lead magnet and landing page and driving traffic was a giant waste.

So, they give up on IM (Internet Marketing) and assume it's all a big hoax. Sad story, but it happens every day, and it's the ultimate end of about 95% of would-be internet marketers. So, what are the other five percent doing differently? Easy.

They're creating and selling products of their own. You see, when you create and sell a product of your own, you're creating a different type of list. A buyers list. Unlike freebie seekers who make it a point to never buy anything and also rarely give you their real contact info, buyers buy things (crazy right?).

These are people who are serious about internet marketing and regularly pull out their credit cards and buy things. And because the email you collect comes from their transaction info, you're finally getting real email addresses that people check! And beyond list building, selling your products carries another benefit.

You control your profit. You don't have to split sales revenue with anyone (although you indeed can if you're having affiliates help with a product launch). So, you're either keeping all the profit for yourself, or you're choosing how much to share with affiliates. Either way, you're in control.

Furthermore, if you do choose to pay commissions to affiliates and have them drive sales, it's essentially free traffic.

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You're paying a predetermined commission to people ONLY when they make a sale, so there's none of the risk or gambling that usually accompanies something like paid display ads or solo ads.

You finally switched places with the successful marketers you've been looking up at and now you're letting THEM handle the problem of how to get traffic to YOUR offer. What a difference that makes!

Finally, creating and selling a product establishes credibility like nothing else. In a market packed full of so-called gurus and celebrity marketers, you'll absolutely need credibility. Your credibility affects several things. Firstly, it affects the likelihood of people buying your future products.

Secondly, it affects how many people will recognize your name and bother to open your emails. Finally, it boosts your ability to network and recruit affiliates and JV partners. And having a product of your own to point to is one of the quickest and easiest routes to increasing credibility.

You might be asking yourself if product creation is for you. Well, take a moment and look through your inbox right now. Look at all the emails coming in from top internet marketers. Sure, they're all promoting other people's products with affiliate links.

But what's the one other thing you see each of them doing at least once every month or two? They're creating and selling their own products. It's very rare that you encounter a successful marketer without their own products.

If that's the one thing that all successful marketers are doing in your inbox, then guess what: yup, you need to be doing it too. But don't worry. It's easier than you think and there are a ton of different types of products you can make. We'll cover that next.

## Chapter 2:

### Types of Products

There are a ton of different types of products you can create. In this guide, we'll be focusing on digital products because those are the quickest, easiest, and least expensive to make. Digital products are great because you don't have to worry about things like inventory, production costs, wholesalers, warehouses, and shipping. Here are just some of the potential digital products you could create starting right now.

#### EBooks

EBooks are an excellent starting place for product creation. They aren't as attractive or likely to convert as video ads or software these days, but they can still be a solid core product and will also come in handy down the road when you're looking to compile bonuses to sweeten the pot on your other product launches.

EBooks can be anything from a how-to guide on a specific tactic or activity to a more general book covering a broad topic in a more general manner. Although eBooks aren't as attractive these days by themselves, they act great as a sub-component of a larger package offer or a companion to a core product like a video course or software.

#### Video Courses

Video courses have become the new Ebook. As of a few years ago, EBooks became old news and people had "banner blindness" when viewing them. The replacement was video courses. Video courses carry a lot of advantages over eBooks.

First, people are a lot more likely to consume them. Hardly anyone actually reads the eBooks they purchase these days. They just don't have the time anymore and people these days don't really like reading anyway (thanks to public schools!).

Video courses can be short and sweet or robust and lengthy. They can be in slideshow format, screen-capture format, or even "talking head" format with you in front of the camera. Generally speaking, a video "course" would be split into a collection of video "lessons".

#### Special Reports

Reports don't really hold much weight as paid products these days. They've become the typical free lead magnet. That said, reports can still make good paid products when being used as super low-priced tripwire offers.

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Also, depending on how snazzy, value-packed, and especially how recent your report is, you might expect it to perform relatively well as a paid product (e.g., if you're publishing *Critical Marketing, Trends for 2019* right at the end of 2018). Finally, reports do make excellent "added-value" products accompanying more attractive core products like video courses.

### PLR

Private Label Rights (PLR) products are another lucrative product category to get into. Essentially, you'd be creating any type of product in any category. But instead of selling it to consumers or "end-users", you'd be selling it to "resellers". They would be receiving a license from you to private label these products.

This means they can pretty much pretend they are the authors or creators of these products, rebrand them, edit them, and redistribute them to their own audiences. Because of the nature of PLR and the potential revenue that resellers can expect (not to mention the ease of not having to create their own products), it is often possible to charge the premium, high-ticket prices for these licenses.

### Swipes and DFY Material

One interesting "miscellaneous" category of products is Swipes and DFY Material. This can be more or less anything that makes a person's life easier or allows them to breeze through an otherwise difficult or time-consuming process of their business using materials you provide them. One of the most common of these would be email swipes or "DFY emails".

These typically are pre-written affiliate marketing emails or even entire email autoresponder sequences where a person can merely add their own affiliate links and plug these emails into their own autoresponder. Even a list of subject lines that are proven to lead to high open rates could be a swipe/DFY product.

Likewise, a list of top affiliate products to promote, in which you've already done the research on which affiliate offers have the highest conversion rates and the lowest refund rates could be an excellent DFY product. You'll often also see DFY sales pages, DFY sites, and DFY blogs and even DFY social media content like Tweets in this category as well.

### Case Studies

Case studies can be an incredibly valuable asset and a super attractive offer. A case study is basically a detailed account of something you accomplished. Specifically, it details how you accomplished it. The steps you took, the processes involved, and, most importantly, the results.

You could write a case study about something as little as a successful ad campaign or as robust as a product launch. This sort of product can be delivered in a multitude of formats including a report, an Ebook, a video or video course, or an audio file.

## Graphics

Graphics collections are less common but very useful category of products. Graphics are one of those things people usually have to painstakingly learn to do themselves, or they have to outsource it to a freelancer for a high price. Bundles of graphics are seen as a low-cost alternative to these two options.

Graphics can include banner ad templates, website headers, Facebook page headers, webpage backgrounds, sales page elements, icons, buttons, headlines, avatars, eBook cover templates, logo templates and even collections of stock photos. Document templates can also be included here such as pre-formatted attractive pdf report templates or word document templates with graphical borders or headers and so on.

## Software

Probably the hottest trending product category right now is software. Anything that "does something" for you at the push of a button is extremely attractive and has a lot of perceived value. Not too long ago there was a craze where WordPress plugins were all the rage.

These are still somewhat popular but have been trumped by cloud-based "Software as a Service" or SAAS platforms which are considered the cream of the crop today. The software can be anything.

A landing page builder, a video player, a pop-up script, pretty much anything you can think of that is in-demand that people wish they could do without having to know programming can make a great software.

## Interviews

Interviews with successful or famous marketers can be an excellent and very useful product. Interview questions can deal with technical topics like "how do you do Facebook ads" or less tangible topics like motivational advice for entrepreneurs.

These interviews could be delivered in any format including text, video, or audio. A good interview product might be a thorough, robust interview with one person or a collection of shorter interviews with several people.

So, there you have it. A ton of great ideas for your next product. Now you've just got to create one! And that's what we'll be talking about next.

## Chapter 3:

### Making It

So, you may be asking yourself “can I really make my own product?” Don’t worry. You’re not alone. Most successful product vendors probably wondered the same thing at some point in their past. You’ll be surprised by (and very satisfied with) what you accomplish when you put your mind to it. Let’s start with written products.

#### Written Products

So, writing is one of the simplest, most straightforward methods of product creation. If you’re making an eBook and you’re comfortable writing it yourself, spend a few hours brainstorming what you’ll be writing.

Make a list of every topic and sub-topic you want to cover and be sure to jot down any random thoughts about points you want to emphasize. Once you’ve done this, you’ll need to shape it into an outline.

This is where you’ll bring some order and organization to your written product and eventually you’ll nail down things like chapter divisions and subsections.

Once you’ve got an outline laid out, it’s time to start writing. Two of the most common areas for people to encounter writer’s block is the introduction and the conclusion. If you notice you’re staring at the same blank page or half-written first sentence after a while, just skip the intro and start writing the “meat and potatoes” of your eBook.

Usually, you’ve already got a good idea of what you’ll say about specific topics and subtopics so it’s often easier to start by knocking these out and there’s nothing wrong with doing it this way. You’ll want to pay close attention to basic grammar and writing quality here.

People have seen plenty of hastily written garbage, and you want to make sure your writing sticks out as different and worthy of their time and money. When you’re finished writing, be sure to either proofread it yourself a few times or have someone else proofread (a fresh pair of eyes is best).

Finally, once you’ve got your text completed, you’ll want to make your eBook look awesome. There are a few ways to do this. Firstly, decide on a good-looking font for your body, chapter headings, and subsection headings. Then, consider adding images or photos throughout. Lastly, you’ll want to make the pages themselves look unique.

You can either add unique frames/borders or header/footer art and background images/patterns inside of your word processor, or you can use a more advanced program like Adobe InDesign to create a truly professional look. Alternatively, you could acquire a sleek, pre-designed template from a site like Envato.

## Video Products

Video products are a bit of a mixed bag. On the one hand, they can be quicker to make than written products. On the other hand, they're usually a little more complicated and the software and equipment involved can often be intimidating to someone who hasn't done video before.

That said, they are still worth it because videos are seen as considerably more valuable and attractive than textual products. There are a few different types of videos you can do with varying degrees of complexity and equipment requirements.

First, there's the slideshow presentation style. This can be accomplished using any slideshow software. A script isn't strictly necessary for these videos but may make the presentation sound smoother. Unlike eBook writing, where an outline is just the beginning, for slideshow videos, the outline is pretty much all of the content!

Just narrate the presentation and export it to a video file using your slideshow software, or you can just use screen recording software to record your presentation. Sound quality does a lot for perceived value so ensure you're using a quality microphone like Blue Yeti or something similar.

To add an extra layer of perceived value to these videos, break from the black on white mold and use a unique background of some sort as well as some images. But here's an expert hint: resist the urge to use all sorts of wacky transitions and animations.

Newbie's tend to get excited by all the animation and transition options in these slideshow programs and end up going crazy with them but it comes off as cheesy, cliché, and amateur. If you want your presentation to look clean and professional, stick to fades and "slide in" type effects.

Next, there's the screen capture style video. This is generally an over-the-shoulder type presentation in which you record your screen and teach how to do something specific. In this case, there's usually not a need (nor an opportunity) for a script, but you do want to have at least a general outline of what you're presenting and go through the whole act once or twice to practice and avoid awkward pauses or mistakes.

There are several screen recording software out there from high-ticket options like Camtasia to free ones like Jing. Some affordable middle-ground options are Snagit and Screencast-o-Matic.

Finally, there's the talking head style. This is literally you in front of the camera. This is obviously the one people tend to shy away from the most. Sometimes it's because they don't want to be on camera and sometimes it's because they don't want to worry about cameras and equipment.

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The fact is when done right, talking head videos can be super effective at generating trust and brand loyalty, but it's not absolutely necessary. If you are doing a talking head, make sure you use a good lapel mic so your sound quality is good. Also, ensure lighting is optimal and either memorize your script or use an excellent teleprompter or teleprompter mobile app.

Don't bother with special green screen backgrounds or even super bright white screen backgrounds. 99% of people who mess with this green screen stuff end up wasting money and looking cheesy. A white screen is a little better and more foolproof but still unnecessary.

Your office, your backyard, or your couch make a perfectly acceptable backdrop for your videos in most cases (keep it bright and clean, obviously). When you're done the shooting, use a video editor like Adobe Premiere to edit and sync the audio to the video (again, use a good lapel mic, not the camera mic).

### Software

The software is by far the hottest seller online right now. On any given day, if you look at JVZoo's Top Ten List, you're likely to see a majority of the top products are software tools. The software is seen as having far more value than typical info-products. It "does" things for you. It's "magical" and "automatic".

Chances are, you aren't a programmer, and you can't create your own software from scratch, but it's still very possible for you to create a software product. The quickest way is probably to acquire white label rights to an existing software tool and rebrand it as your own. If you'd prefer to have your own unique software, you can outsource it much more easily than you may think.

### Outsourcing Product Creation

Almost any product creation can be outsourced. If you're not much of a writer or you don't have time to write a textual product yourself, there are a ton of writers on places like UpWork and Fiverr.

If you want someone else to do your video lessons, whether talking-head, screen capture, or slideshow, there's plenty of talent on those two sites as well. Even software can be outsourced. Don't be afraid to approach freelancers with a rough idea of your dream software.

Most freelance programmers can quickly tell you whether what you seek is realistic and how quickly it can be made. Once you've got an idea of how possible it is, present the idea to multiple freelancers and shop around for the best offer.

## Chapter 4:

### Packaging & Selling It

Once your product is ready, you need to “package” it and get it ready for a launch. We have a more in-depth guide on Product Launching that you can grab once you get to that point, but for now, we’ll go over some of the basics.

#### Branding

The first thing you’ll need to do is create a brand or identity for your product. You’ve probably already settled on a name for your product, but if you haven’t already, now would be a good time to do some brainstorming. When you do decide on a product/brand name, be sure to do some research and ensure it hasn’t been taken.

A few searches on google.com and the U.S. trademarks office website should suffice. The next step is to create a logo. This can be done yourself if you’re comfortable with basic graphics or logo creation software like Creator 7. Otherwise, you can easily outsource this to someone on UpWork or Fiverr. Along with your brand name and image, you’ll want to develop a unique selling proposition.

What problem does your product solve and why is it better than other alternatives? Come up with a solid USP, preferably no longer than a short paragraph. You won’t necessarily be writing this out in your logo or on your sales pages verbatim, although some brands do, your USP will set the tone for most of your sales copy. So, don’t skip this step.

#### Packaging

So, since we’re mostly focused on digital products in this guide, there won’t be any physical packaging, obviously. But you’ll still need to develop some e-cover images. All you need for this is your logo and simple cover software. One great option is myecovermaker.com, but if you are already comfortable with photoshop templates or other solutions, feel free to use those.

Ecover creation is pretty straightforward. If your product is an eBook, create a cover of a book or maybe an e-reader/tablet with your logo on it. If it’s a video course, create DVD and/or disk images. And if it’s a bundle of multiple product types, make sure they’re all represented. You get the idea. Regarding style, you’ll want to take into account the theme and colors of your logo and desired brand image.

There are no “right or wrong” styles, but it’s worth looking at the recent top-selling digital products to see if there are any trends. For example, these days, the popular style for software products tends to be “clean and minimalist”. So, for a software box, you might want an all-white box with your logo centered on it and nothing more.

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When you're done, take all of your e-cover images and bundle them together on a background tabletop image. This conveys a feeling of tangible value to your customers.

### **Product Splintering**

If you're hoping to send your customers through a funnel in which they buy a front-end product and then successively more valuable products on the back-end (hint: you should be), then you'll need to splinter your products. This is a way of spreading out the components of one or more products into multiple offers throughout a funnel with varying price points.

This often involves a bit of content repurposing too. Here's an example. If you've got a large study course that consists of multiple video lessons and an eBook, with a little bit of work you can turn this into a four-step funnel.

First, you can take the intro or first chapter of the ebook, tweak it a little, and turn it into a stand-alone report (alternatively you can just draft up a short report from scratch that summarizes what you're teaching in the main course but provides some value in and of itself).

This could be used as a free lead magnet at the entry point of your funnel. Then you could offer the eBook itself as a low-priced front-end or tripwire offer. Then take the video course and make that your core offer or up-sell.

Finally, on the back-end, you can throw on a profit maximize such as a 1-hour coaching or strategy session where you walk people through what you're teaching 1-on-1 for a high-ticket price. You've now gone from a single product to a 4-product funnel. You get the idea.

### **Sales Pages**

Your sales pages are THE bottleneck of your product's success. It doesn't matter if you know you have the most amazing, valuable, life-changing product in the world. If your sales page isn't converting, you won't succeed.

There are a lot of different approaches to sales pages and copy. Short-form, long-form, text-only, video-only, and so on. The most common ones you'll see today are hybrid mid- to long-form video sales letters.

This means a sales page in which the center of attention is a sales video at the top, under a headline, and then a long or medium length sales letter below it that basically repeats the message of the video.

This type of page has the advantage of appealing to people who like to learn via video, people who like to learn by reading thoroughly, and people who like to just skim down the page and collect the main ideas.

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Whatever style you choose, make sure you keep it clean looking, attractive and have every element and aspect of it point towards your main goal: the conversions.

Ideally, a page like this will have lots of images and sub-headlines to break up the text. Buy buttons, headlines, and CTAs should be clear and pop-out easily from the background (so ensure you use contrasting colors).

The overall look and feel of your sales page should ideally match the theme and colors of your brand image. Because a sales page is such a vital part of your success, it's something you should really consider outsourcing if you aren't already good at it.

### Accepting Payments

There are several options out there for "taking people's money". You can use your own shopping cart or payment solution like Paypal, ThriveCart, or PayKickstart. Or you can rely on a marketplace like JVZoo, ClickBank, or WarriorPlus.

These marketplace/payment processing solutions provide an easy way to list your products, create buy buttons, and manage affiliates all at the same time. If you're doing a "hard launch" with a specific launch period and relying on affiliates, you'll want to take into account what community of affiliates you want to tap into and where they prefer to promote products.

### Delivery

So, once you've collected a payment, you'll need an automated method to deliver the product to your buyer. Some marketplaces provide product download or delivery within their platform. Alternatively, you can just forward buyers to your own delivery page with download links or the video lessons and so on.

But it's best, these days, to take an extra step towards protecting your content and to lock it behind a members' area. There are several options for this. First, there are the more common WordPress-based options like WishlistMember, MemberMouse, and Digital Access Pass.

Then, there are non-WordPress solutions like Kajabi or FreshMember. Whichever you choose, you'll need to go through a few steps to integrate it with your payment platform or marketplace so that people can automatically access their purchases after buying. One other important benefit to membership-based delivery is that it can decrease refund rates.

If unscrupulous customers have to log in to access materials, they're less likely to request their money back than if they can simply download files to their computer right away.

## Chapter: 5

### Launching Your Products through JV Partners & Affiliates

Promoting your products alone will have limited effect in creating the fanfare you need to make the sizable profits you hear some Internet marketers making. What you need are joint venture partners and affiliates promoting your products as well, as this will increase the size and scope of your product promotion and lead to more people learning about and purchasing your products.

Thus, you need to know how to recruit joint venture partners and affiliates to expand the reach of your product launch and increase the profits you gain from it. You may be asking yourself, "How can I recruit joint venture partners and affiliates, especially when I've never launched a product before?"

This can be quite a challenge because you have little to no credibility in the Internet marketing world; it's a "Catch-22" of sorts because you need joint venture partners and affiliates to promote your product launch for it to be successful, yet you need to have some credibility in the Internet marketing world to gain those joint venture partners and affiliates. What do you do?

Fortunately, this book will show you how to go about recruiting joint venture partners and affiliates to make your product launch a tremendous and profitable success.

This will also make it easier to recruit more joint venture partners and affiliates for future product launches. This book will also show you how to keep the momentum going with your product launch, including how to boost sales throughout the launch, and what to do afterward.

#### **Set Up Your JV Page and Get Partners Lined Up To Promote**

When preparing to launch a product, you not only have to make sure that everything in your product and sales funnel is operating as they should, but you also have to recruit joint venture partners and affiliates to help you promote your product launch.

You may be thinking, "Why do I need joint venture partners and affiliates to help me launch my product? Can't I do it myself?"

Technically, you could, but your reach will be far less-reaching, and you won't have the profit potential if you alone are promoting your product. If more people are promoting your product to their email lists and all around the Internet, you stand a much higher chance of getting more sales and more profits if more people are promoting your product and participating in your product launch.

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Thus, you need to set up a joint venture page that outlines exactly the schedule of your pre-launch period (i.e., the weeks and even months before your product is released to the public) and then the day of the product launch itself.

This joint venture page also needs to provide valuable information and resources to help your joint venture partners promote your product during the pre-launch period and on the day of the launch itself.

This includes email messages, banner ads, forum posts and/or signature files, social media messages, Facebook and other social media ads, etc. It also needs to let them know how much affiliate percentage of each sale they will get and what prizes they can win for bringing in the most affiliate sales during the product launch, as well as when the product launch period will end (and, thus, the affiliate contest).

You then need to recruit joint venture partners to join you in promoting your product. Now, you may be wondering how you can get more experienced Internet marketers to promote your product, especially if you have never done it before.

First, you need to be sure that your product is a quality product (whether it's an ebook, software program, membership sites, audio or video course, email series, etc.).

Second, you need to provide early access to potential joint venture partners and let them know that you are going to release this to the public and would like to enlist JV partners to help you promote the product.

Third, you need to let them know what's in it for them, including how much of each sale they refer and what prizes you will give to them for bringing in the most affiliate sales for your product. This can include cash, vacation packages, electronic items (i.e., mobile phones, tablets, laptops, televisions, Blu-Ray players, etc.), etc.

As for how much of the percentage of each sale is appropriate for a JV partner, the absolute minimum is 50%, although many Internet marketers will offer higher percentages, even up to 100% of the front-end sales (with the Internet marketer himself/herself making up to 100% of the back-end sales to help compensate for making 50% or less on the front-end sales).

To entice Internet marketers to join you in promoting your product, you can even offer a percentage of at least 50% on the back-end products as well, as they will make more from these sales and will work even harder to promote the product and the OTOs. Of course, the more OTOs that are bought, the more you will make as well since OTOs usually bring in more revenue due to their higher costs.

If you have friends or close associates who are more experienced in the Internet marketing field, you can begin by contacting them first via email, social media, Skype, Facebook Live, or even by calling them on the phone and explaining what your product launch is, what steps you've taken to make it a reality, and what's in it for them.

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Provide them with early access to the product and allow them to review it. Be open to any feedback they have and be willing to make any suitable changes they suggest. This will make it more likely that they'll be ready to promote it when the time comes.

You can also ask them if they know of others who would be willing to become a joint venture partner and promote your product

It's likely you will have at least a few JV partners to help promote your product, plus got some leads to recruit some more JV partners. Contact them via email, social media, Skype, Facebook Live, phone, etc., and provide them with early reviewer access and be open to any suggestions they make, incorporating the changes.

Note that you should be recruiting JV partners for your product launch AT LEAST two to three months in advance of the product release date; if you wait any longer, everything is going to be rushed, and chances are, the product launch will not be as successful as it can be, especially if any difficulties arise.

## Chapter 6

### Offer JV Prizes To Encourage More Sales

As was mentioned in the last chapter, offering JV prizes during a product launch promotion is key to getting more Internet marketers to join you in promoting your products.

After all, they want to know what's in it for them. While the affiliate commissions are excellent and better than doing it for free, still, without quality prizes being offered, they may lose interest after a while and not keep working to promote your product throughout the whole product launch period.

Thus, you could start off with many sales in the first day or two of a product launch, but have sales trickle down to virtually nothing if you don't have quality prizes to keep the momentum going and entice your JV partners to continue promoting your product.

There are many JV prizes you can offer to your partners to encourage them to keep promoting and marketing your product throughout the product promotion period. Some examples are listed below:

- Cash
- Vacation packages iPads
- iPhones Apple Watch
- Android tablets Android phones Android watches Pebble Smartwatches
- Amazon products (Kindle, Echo, Echo Dot) Smart home technology (such as Google Home) Laptop PCs Televisions Blu-Ray players
- Gaming systems (Nintendo Switch, PlayStation 4, Xbox One, etc.)
- VR headsets (such as Oculus VR Headset, VR units by Sony, HTC, etc.) Microphones (which are useful for Internet marketers during Webinars, etc.)

#### Software programs

Gift certificates (these can be to various restaurants, Amazon, Barnes & Noble, Best Buy, Wal-Mart, Target, Newegg, TigerDirect, Rakuten, etc.)

Free access to your current or future products/programs (this is more applicable to those who are already established in the Internet marketing field, but can be applied as you gain more experience if you have never launched a product before) Etc.

There are many JV prizes you can offer. It is usually preferable to offer a range of prizes, with the most valuable ones provided to those who refer the most sales during the product promotion period.

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At the very least, you should offer three top prizes to the senior three JV partners who refer the most sales during the entire product promotion period.

However, it's quite common for Internet marketers to provide prizes to the top ten and even top twenty JV partners who refer the most sales during a product promotion period.

The more prizes you can offer, and the more valuable those prizes are, the more likely your JV partners will continue to promote throughout the entire product promotion period, as they will want to attain those prizes you are offering in addition to making money from the sales they refer.

## Chapter 7

### Set A Launch Date and Stick to It

Once you have decided upon a launch date for product promotion, you must stick to it pretty much no matter what. Once you start sending out messages to potential JV partners announcing the date of your launch, you can't go ahead and change the date later on, as this will mess up everything.

Not only will it mess up the pre-launch period to where you build up anticipation for the product, but it will send the wrong message to your JV partners in that you are not reliable and professional, which will make it less likely they'll want to promote your product and your reputation to their email lists and others.

Also, prospects and potential customers who hear about your product launching on a specific date and anticipating its release will get confused and even annoyed if the launch date is moved after it was initially announced as occurring on a particular date.

This will also make it less likely that they will want to purchase your product, as, again, moving the launch date will negatively impact your reputation and credibility, making it look as if you are not reliable and professional enough to handle a product launch.

Thus, unless there is a critical emergency – such as an unexpected death or major illness in the family that occurs right at or before the launch date, or some unexpected issue regarding the product or Web hosting that can't be resolved by the launch date- it is strongly advised that you do not change the launch date after you have announced it to your JV partners, to your email list(s), and to others.

Therefore, you need to carefully consider exactly when that launch date will be. Don't make it too soon after you have completed your product, as you will still have to recruit JV partners, get their feedback and input into your product, and then make those requested changes and/or additions to the product before the product is ready to be released to the public.

Also, you want a considerable pre-launch period to build up anticipation for your product before you release it to the public. At a bare minimum, you want a 1-week pre-launch period where you are actively promoting the product; two or more weeks is preferable.

In fact, there have been several product launches with a 1-month pre-launch period to build up anticipation, explain the benefits of the product, and answer any questions/concerns beforehand so that demand for the product will be very high by the time the product is released to the public.

Of course, you don't want to have too long of a pre-launch period, as potential customers and JV partners may burn out from the "waiting" of the product, and the demand for the product won't be as high as it could have been with a shorter pre-launch period.

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Thus, it's recommended that the pre-launch period be anywhere from one week to one month, with two weeks to one month being optimal.

If you are unsure whether you can make a specific product launch date due to possible complications, it's better to make the launch date later and give yourself more time to get everything ready.

It's better to give yourself more time and ensure that everything is set up properly rather than try to hold yourself to a rigorous timetable, have one thing go wrong, and the entire project, including the launch date, is ruined because of it.

Remember, once you set the launch date, you virtually have to stick to it, so choose carefully and use the information above to guide you into picking the best, most reasonable launch date for your product.

## Chapter 8

### Launch Your Product with JVs at the Ready

Since the pre-launch period has passed and the date and time of the product launch have arrived, it's time to release your product to the public. This means the appropriate emails indicating the product is now live need to be sent out to those who joined the pre-launch marketing list.

You and your JV partners should all send these emails out at the appropriate time to help spur demand for the product and have them buy immediately.

Provided you have sent out quality email marketing messages over a period, and your JV partners have been doing the same (whether it's their email messages, promotional emails you have provided to them, or a combination of the two), you likely will be getting a good number of sales and subscribers to your lists.

Ensure that everything is running smoothly regarding the website, the ordering process, the download area, etc. Be sure to monitor your email, Skype, Facebook Live, and social media to ensure that there are no problems. If there are any issues, do everything possible to resolve them immediately.

Unfortunately, hiccups can occur during product launches from time to time, whether it's a Web host struggling to keep up with increased traffic (why having a second Web hosting package ready is often a good idea) or the order button not working correctly and allowing eager prospects to order, etc.

As time permits, check to see which JV partners are providing you with the most sales; this will give you an indication of who is effectively marketing your product and who isn't.

This will give you a better insight into whom you should especially recruit for future product launches. Also, you will need the information of who is providing you with the most sales to update the JV Leaderboard and keep track of which JV partners are in the lead for your best prizes.

#### **Create a Daily Sales Frenzy with JV Leaderboard Updates**

To continue gaining sales momentum throughout the launch period, be sure to update your JV partners with daily JV Leaderboard updates.

You can input the information within the email itself, although it's often best to put that information directly on the Web page where you provided the sales copy (including emails, banner ads, social media posts, Facebook and social media advertising, etc.).

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This not only alerts the JV partners of where they rank on the Leaderboard, but will also encourage them to promote your product more so that they can move up the Leaderboard.

By alerting your JV partners of where they rank on the Leaderboard, they can see how far behind they are others who currently hold the top positions for the best prizes. This will often encourage them to continue promoting your product so that they can refer more sales and move up that Leaderboard.

This is why providing quality prizes for the contest are so important, as well as continuously updating the position of your JV partners. The enticement of the rewards and the "race" between partners can encourage all of them to continue promoting your product and improving the effectiveness of their campaigns so that they continue to bring in more sales for your product, thereby increasing your and their profits, as well as increasing their chances of getting the best prizes.

It's also a part of human psychology. Virtually everyone loves to win; no one likes to lose or miss out on something (which also works on consumers who want to get your product first and before the launch period ends, especially if you're taking the product off the market at that time).

This is why having quality prizes and updating the Leaderboard daily will encourage your JV partners to work harder in promoting your product throughout the launch period.

Many want to be #1 and/or the best they can be, not only to get the great prize but also to show that they are an effective marketer.

They hope this will not only lead to greater joint venture opportunities for them in the future (and more profits) but also boost their reputation in the field so that when they have a product launch, more JV partners will want to promote it and more consumers will want to buy it.

## Chapter 9

### Keep the Momentum Going With Follow-Ups

Your product launch period could be anywhere from 3-4 days to 1-2 weeks. Just as with anything, things will settle down over time and even slow to a crawl if you don't continue to provide momentum to keep the product promotion strong throughout the period.

As mentioned in the last chapter, providing daily updates of the JV Leaderboard is one way of keeping the momentum during a product launch period so that sales continue to flow in.

JV partners will be looking to compete and outdo each other regarding sales on the Leaderboard, so providing daily updates of the Leaderboard, especially over the final few days of the launch period, will encourage your JV partners to ramp up their marketing efforts so they can finish the promotional period strongly.

Another way is to continuously stay in contact with your JV partners to ensure they have everything they need to promote your product effectively and successfully. This means that you have updated email messages in the JV promotional area indicating how much time is left in the product launch period when it comes to special pricing and when the product is closing.

Also, if your JV partners suggest something that could potentially help them to market your product better, you should attempt to provide it if possible. This could be more exciting and engaging social media posts, Facebook ads, forum signature posts, email marketing messages, etc.

Do everything you can to make it easy for your JV partners to promote your product throughout the launch period. While some JV partners will prefer to send out their email messages and ads promoting your product, many will prefer using your promotional email messages and other marketing material.

It saves them time and effort in promoting your product. Thus, if they tell you that your email marketing messages are not working that well in converting prospects into customers, do everything you can to improve them so that they perform better.

The same goes for your other promotional material; always be willing to take feedback from your JV partners and incorporate it into your marketing Material.

This is especially true if your JV partners have more experience in product launches and promotional efforts; always be willing to adapt your content accordingly for the best conversions and never think that your promotional material is as good as it can get and needs no changes.

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Just as with your promotional efforts, good email marketing practices are necessary to ensure that prospects who are "on the fence" in regards to ordering your product eventually come off the fence and order your product before the launch period ends.

The email marketing messages you provide your JV partners need to be able to do this; if they don't do this well, it's unlikely that these JV partners will promote another of your future product launches, as they will not see enough benefit and profit for their time in promoting them. Instead, they will look to other Internet marketers whose emails succeed in converting more prospects into customers.

You also need to ensure that everything is going smoothly in regards to your website, download area, and links, etc. If anything breaks down, the chances are high that customers will alert either you or your JV partners who referred them that things are not working as they should.

You need to respond quickly and ensure that things are corrected so that everything is working as they should, not only to assure the customers that they get everything they should get but to show both them and your JV partners that you are on top of things and that you can be trusted as a respectable, professional Internet marketer.

This will show your JV partners that promoting your future product offers in future JVs would be in their best interests, not only to add more profits for their businesses but also to establish close relationships to help them promote their product offers in the future.

Continue to maintain everything as the product launch period continues; it is critical that everything runs smoothly as time goes on.

As the launch period begins to wind down (the last two days or so), encourage your JV partners to ramp up their marketing efforts for the "final lap" by quoting the JV Leaderboard and the top three or five standings, along with the prizes they will win if they are or stay in those positions. Also, let the JV partners know how many sales they are behind those leaders to encourage them to step up their promotional efforts as the launch period winds down.

When the launch period has ended, send out thank-you emails to your JV partners and announce who has won your JV contest. Include the final standings of the JV Leaderboard (or include a link to the JV Leaderboard final standings) and let them know that you will be in contact with them to make arrangements for them to receive their prizes.

If you want to make an impression with your JV partners, perhaps consider sending out a special, unannounced prize to all JV partners who made at least one sale for you during the product launch period or at least to those JV partners who were in the top 5 or top 10 of the Leaderboard.

This is sure to leave a favorable impression of you and your business to where they will strongly consider joining up with you again to promote your future product launches.

## Chapter 10

### Now it's Time to Focus on Customer Retention

While your product launch is on and after it has ended, you need to focus on customer retention. While you need to focus on your JV partners during the launch, you cannot forget about your new customers and additions to your email list.

You need to follow up with them via follow-up emails to ensure that they have received everything they should have received, resolve any problems or questions they may have, and continue to build the relationship with them so that they will consider purchasing more of your future product offers.

Especially after the launch period ends, your attention needs to focus on the new customers you have gained from your product launch. You need to provide quality information in regards to the topic or problem your product is designed to address, as well as resolve any issues or questions that your customers have.

In short, you need to show your customers that you are a trustworthy and reliable expert in this field that they can turn to when they have a question or issue. This way, they will be more likely to purchase your future product offers.

After a customer has purchased your product and any upsells or downsells, the customer should have received one or more emails to download the products he/she bought. You should send a follow-up email to ensure that he/she downloaded everything okay.

You should then send periodic emails with any additional information and tips on how to use the product effectively, whether it's information from an eBook or email course, features of a software product, sections of a membership site, etc.

Your emails should always provide additional value for the customer; if your emails fail to provide additional value to the customer, the chances are high that they will unsubscribe, and you will have lost the opportunity to build the relationship further and gain additional sales from that customer.

Future emails should also include any updates to the product, a point you should include at the bottom of all emails to the customer. You can point out that the customer is free to leave the email list at any time, but doing so will likely lead to

him/her missing out on future product updates. Most Internet marketers will provide at least some updates to the product for free.

Some Internet marketers, depending on the circumstances of the first product purchase, may provide lifetime updates to the product for free.

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If a software program experiences a significant upgrade or if a product is redesigned entirely with new information, it's usually acceptable for an Internet marketer to charge customers of a previous version of the product again, being that there is additional cost involved to revamp or update a product.

However, to show appreciation for the purchase of a previous version of a product, most Internet marketers will provide a time-limited discount of the new version of that product for free to all past customers.

This is another benefit for customers to stay on a product update email list; due to the fact that customers will want to keep getting updates to a product they have purchased, as long as you continue to provide value, you will have an excellent chance to continue building up the relationship and getting future purchases from that customer.

## Chapter 11:

### Offer Bonuses as additional Incentives

#### Why Bonuses?

##### Vendor Bonuses

If you are a product vendor, then you probably already know why you need bonuses. Bonuses are an excellent way to increase the perceived value of your product or offer. They also can significantly increase your conversion rates. Many of your buyers, no matter how good your product is, are sitting on the fence waiting for one last nudge towards becoming a customer.

Bonuses can often be this difference between a buyer and a page abandoner. Then there are also those people who absolutely love the bonuses for the bonuses' sake and will actually judge your product based on the number of bonuses.

So, making sure you have a good amount of attractive bonuses can go a long way toward maximizing your sales.

Finally, there is another, much less talked about, advantage of bonuses. They act as an excellent form of "collateral" that you can offer in your guarantee statement. Very few sellers do this, but it is incredibly effective and maximizes the amount of trust you can gain with potential buyers.

Basically, what you do is you offer your standard guarantee, such as a 30-day money back guarantee, but then you state that you are going to "go above and beyond" and "reverse the risk".

In this second part of your guarantee, you are going to promise that the buyers, upon requesting a refund, will even get to keep the bonuses. If you have appraised the dollar value of these bonuses at, for example, \$500, then you can pitch it as a "100% money back PLUS \$500 value back guarantee".

You might be asking "won't that just encourage people to buy with the full intention of requesting a refund just to get the bonuses for free?" The answer is YES. But, more importantly, the number of people who will now buy the product, and otherwise would not have, far outweighs the number of "professional refunders" you will attract.

##### Affiliate Bonuses

You may be asking yourself, why should affiliates bother with bonuses at all? Isn't that the vendor's responsibility?

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Well, that might make sense if you want to be on the same even ground as all the other affiliates competing to make the sale with their affiliate link. But is that really what you want? Of course not! You want to be way out in the front. And it's been proven that offering bonuses as an affiliate can 5X your affiliate sales.

You need to give your audience a reason to use YOUR affiliate link instead of somebody else's. This is especially the case these days when people's inboxes are full of dozens of marketers pitching the same product to them.

What is there to set you apart from the rest? Bonuses. That's literally it. Unless the buyer is your best buddy, all they really care about is which option gives them the most value. And rightfully so!

So the way this works is you create a quick and easy landing page, add bonuses to it and right at the top, you tell them, grab all the bonuses on this page when you purchase "product x" via my link.

But you can't just slap a bunch of bonuses on that page and expect them to buy through your link. You've got to do it in a way that makes sense in relation to the product you're promoting and that is what we'll be covering next.

### **Keys to a Good Bonus**

As mentioned previously, when you're offering bonuses as an affiliate you can't just do so with no rhyme or reason. The same goes for offering bonuses as a vendor. There has got to be some context and logical sense to the bonuses. Specifically, they need to have relevance, utility, and value. Not one or two of those. All three. Let's take a closer look at each of those.

### **Relevance**

You have to keep in mind you're dealing with real, intelligent human beings here. When a buyer is considering a product, the buyer is aware of the category and type of product and their thoughts are aligned with a specific "sphere."

If the product is a list building product, they're mentally in the sphere of list building or lead generation. If you slap a bonus down that is way outside of that sphere, like a course on product creation, they'll notice a lack of relevance and they'll likely dismiss what you're offering. In fact, they might think you're just plain dumb.

On the other hand, if you offer them bonuses like landing page editors or a course on increasing their opt-in rate or a pack of lead magnets to use for list building, they'll immediately recognize that as something relevant to the list building product.

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If necessary, you can stretch or “force” relevance for a category that is just “one step removed” from the category of the product. An example of this would be, “hey after you start building your list, you’ll need to start marketing to them, so here’s a course on email marketing”.

With that statement, you’ve established relevance. It’s indirect, but it’s only removed from the product category by one logical step. Buyers will notice the truthfulness of that relevance claim and it’ll likely jive with them.

If you try to go to many steps away from that original product category though, like “if you build a list you’ll need email marketing (1 step) and if you do email marketing you’ll need to do product creation to sell them something (2 steps),” then you’ll create a logical disconnect and your bonus will seem irrelevant (because it is).

### Utility

Once you’ve satisfied the relevance requirement, you’ll need to ensure your bonus has utility, or the ability to be utilized. Luckily, this is relatively easy because it goes hand in hand with relevance most of the time. The most effective type of utility, when it comes to bonuses, is augmentation.

You want to present something that isn’t just technically “useful” on paper, but something that specifically augments the intended purpose of the original product you’re promoting. In this case, the more specific the usefulness, the better.

For example, if the product is a course on list building, then simply handing over yet another course on general list building doesn’t provide a specific type of usefulness.

It’s relevant, yes. And it’s also “technically” useful, yeah. But it’s not useful in a meaningful or specific way. Honestly, you could probably still get away with it, but the more specific the usefulness is, the more attractive the bonus will be and the more likely you are to get the commission for that sale.

So, if the product was a list building course, then an exit intent WordPress plugin that presents a lead magnet and opt-in form as people try to leave your page would be a winner. It’s relevant and useful, but it has specific usefulness, not just general, “technical” usefulness.

### Value

Once you know your bonus provides both relevance and utility, you need to ensure it provides value, both real and perceived. A potential buyer might look at your above-mentioned exit intent plugin and acknowledge that it has relevance and utility, but if it looks like it was created in 2007, they won’t be too excited about it.

This one is probably the most common problem you’ll notice with bonuses put out by both vendors and affiliates.

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They all come from PLR or MRR wholesaler websites and usually only cost between \$4 or \$10 for a license. The problem isn't where they come from. The problem is that they still LOOK like they came from there. It doesn't matter if that eBook or course or plugin genuinely has value.

If it lacks PERCEIVED value because it looks old and ugly as dirt, the buyer won't like it. We'll deal more with the "look and feel" of bonuses in chapter 4, but for now just be aware that looks play an important role in value. Furthermore, quantity and size are also major factors in value. A long eBook will seem more valuable than a "report", a multi-lesson video course will seem more valuable than a single video, and so on.

That applies within each individual bonus but also to your collection of bonuses as a whole. Finally, rarity or uniqueness is important. By this, we mean any bonuses that break the typical "eBooks and video courses" mold.

This can include software tools, DFY landing pages, recorded interviews, advertising or traffic packages, consultations or strategy sessions, landing page critiques, and so on.

Now that you've got an idea of how to satisfy the big three requirements for a bonus, we'll need to figure out how to acquire them. And that's what we'll cover next.

### Where to Curate Bonuses

#### PLR or MRR Licensed Material

There are several ways and places to curate the materials you'll be using as bonuses. Probably the most common form of bonus material for affiliates, and for vendors who are just starting out, is PLR or MRR content.

Basically, you acquire the rights to redistribute a product yourself and offer it as a bonus. There are two major ways to go about doing this. Buying newer PLR products that recently launched in a marketplace like JVZoo or WarriorPlus, or acquiring older materials from a PLR or MRR wholesaler.

The benefits of grabbing a recently-launched PLR product are pretty obvious. They're usually more attractive-looking and the material inside of them is usually more up-to-date. The downside, though, is that they're usually more expensive.

This probably isn't a problem in the case of wanting just one or two bonuses. But if you're looking to maximize your conversions with a good stack of bonuses, this can be a serious issue, especially if you're just starting out and don't have much capital to spend.

The obvious benefit of approaching a wholesale PLR or MRR store (just Google MRR store or PLR store) is that you'll be able to acquire several products for an incredibly low amount. The downside is that they will look old and may have out-of-date content.

As long as it's not too severely out-of-date, this might not be a huge issue. Remember, you're giving this away for free, after all. But it is the old "look and feel" of the product that will result in a lower perceived value.

Chapter 4 covers how to rectify this problem and re-package your bonuses in an attractive way (assuming that the license for your products included a right to modify the e-covers). Needless to say, you should always review these materials and ensure that they meet a minimum standard of quality and that their oldness is not so severe that they might harm your buyers' businesses.

### Using Your Own Materials

If you've been online for a while, there is a good chance that you'll already have existing content of your own. This might be blog content, lead magnets or reports you created, or even a collection of paid products of yours such as eBooks, video courses, or software.

In the case of blog content, you would simply have to re-purpose this and re-package it as a bonus product (probably in eBook form). But in the case of existing products of your own, they might already be ready to go as-is. Worst case scenario, if they are a bit old, you'll want to create an updated e-cover for them.

### Making Bonuses Attractive

Whether you got your bonuses from a PLR wholesaler or from your own old content, there's a good chance it suffers from a very common disease that plagues even some of the most famous marketers' bonuses: ugliness.

Now that may have sounded a bit comical, but the effect it can have on your conversion rates is no joke. Ugly bonuses kill sales. Period. If you're going to leverage bonuses to increase sales, they need to be beautiful. Here's how you do that.

First, take note of all of the components included in a bonus. In the case of a PLR/MRR product, you'll have to actually do some digging around inside the zip file and all of its folders. Did you find a resource guide? Write it down. Four videos? A folder named "bonus audios" with audio versions of the videos? An eBook? Yep, write it all down.

Next, you'll want to find your mascot/theme for this bonus. Go to an inexpensive stock photo site like PhotoDune or Adobe Stock. Look for an image of a man or a woman with a brightly colored (but not pure white) background.

Make sure this is not the cliché business suit-wearing moron you are used to seeing from products made in 2008. Have you ever met an online entrepreneur who wears a tie? Seriously?

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The ideal look we're going for is the clean, casual entrepreneur with, for example, a button up shirt/blouse, collar opened, sleeves rolled up.

The down to earth, rugged self-starter. That is the modern image of an entrepreneur that will resonate with your audience today.

Take that image and go to a site called mycovermaker.com (and yes, fork over the measly \$14 for a full account). Go into the e-cover creator, choose one of the iMac-looking monitors, and upload your stock image. Zoom, crop, and arrange the model so he or she is a little off center and choose a dark font/text effect and write the title of the product.

Once you've finalized that image and gone back to your dashboard, click edit on that same e-cover (which will create a duplicate), then change the template to a DVD case. You'll have to stretch and drag and rearrange the image and text to fit the new shape.

Then, finalize and repeat this process with an audio cd case, a disk, eBook, etc. until you have a representation of each of those components you wrote down earlier. Download them all as transparencies.

Now it's back to the stock photo site again, this time to grab a background image. You're looking for a table top of some sort with a blurred background. Download this and open your favorite graphics program (Gimp is free and effective).

Import those transparent e-cover images and arrange them with the iMac at the back and the other components in front of/on either side of it. Duplicate the various items to match the number of them in the bonus (e.g. four DVD cases if there are four videos, etc.).

What you should have is a gorgeous, sleek, new-looking image of the previously vomit-inducing bonus product. This will likely be one of most attractive bonus images your buyers have ever seen since almost no one else goes through the trouble of making their bonuses look good.

Now that you've got the gist of things, make sure you take action on what you've learned today and implement the following battle plan!

### Battle Plan

1. Determine where you'll be curating your bonus content.
2. Select bonus content that meets the three big criteria: relevance, utility, and value.
3. Review the inside of your bonus content to ensure it meets minimum quality standards.
4. Use the instructions above to produce a gorgeous representation of your bonus materials.

## Chapter 12:

### Tips for Launching A New 'Anything' Online

So you're going to launch a new product/ website/ blog/ service online – how do you make a big splash that gets people on board and taking action? While this isn't meant to be a step-by-step primer, we have put together what we think are the crucial nuts and bolts to any successful launch.

**Know what you want.** You can launch just about anything with a little creativity. However, the first question you should be asking yourself is not what to launch, but what you want to get out of a launch.

Do you want:

- Sales?
- To build a list?
- Positioning?
- Speaking engagements?
- Attracting partners and affiliates?

By knowing what you want, you'll be much more successful in figuring out how to get it.

**Forget hype. Create an event.** People are overrun with hype and hoopla and the latest and greatest everything, which is why you don't want to add to the noise. Instead, you want to cut through all the hype and turn your launch into an EVENT.

Think about it! Despite how busy we all are, we still love holidays and birthdays and graduations and so forth. Why? Because they are events – they're things to look forward to and celebrate.

That's why when you turn your marketing into an event, you'll entirely bypass all the other marketing that's happening and you'll stand head and shoulders above the other distractions competing for your prospects' attention.

**Create urgency.** Whatever it is that you want people to do – buy your product, get a freebie for subscribing, join your membership, whatever – give them a deadline or use an element of scarcity. For example, if people purchase during your launch period (typically 2-7 days), then they get an exclusive deal or extra bonuses or a lower price.

Alternatively, your offer is only available during the event – after that, it goes away permanently. It's because you're running this unique event that you can add in the scarcity element.

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Otherwise it's difficult to do it ethically – for example, those scripts that say the price will increase by midnight of the day the visitor hits the page are not only unethical – they may even be illegal.

Moreover, because of the scarcity – the bonuses going away or the price increasing or the actual product no longer being available – you'll find there is a surge in sales in the hours before the deadline. Scarcity is a powerful motivator.

**Introduce something in the middle of your event to spike sales.** Let's say you're doing a five-day event. On day one sale will be high because people are primed to buy. However, by day three sales will have fallen off dramatically.

That's why you need something to add excitement and make more sales. It might be an additional big bonus, or it could be a payment plan. Whatever it is, introduce it shortly before the halfway point.

You should see a sales spike in the hours immediately after your announcement and again on the last day of the event in the final hours before it closes.

**Your sales letter is not what you think.** Sure, on the day of your big launch you've got a sales letter ready to sell your product or sell whatever action you want them to take. However, that's only the END of your sales letter.

Your entire sales letter begins with your first marketing message and continues all the way through the pre-launch phase. What you're doing throughout your entire pre-launch phase is introducing yourself to your prospects, letting them know that you suffered from the same problem they have and you've found solutions.

You're telling your story, and as you tell your account, you also share tidbits of really excellent information that they can use right away. You're accomplishing two things at the same time – you're establishing trust by telling your own story, and you're building credibility by sharing some of your best stuff with them for free.

Mind you; you're not giving away the farm or telling them everything you know. Instead, you're paying them what they need to do to accomplish their goal or solve their problem. You're just not telling them how to do it, because that is covered in the product.

This way, when you get to the actual product launch day, you've got people who don't even need to read your letter to purchase your product – they're ready to buy. Moreover, those who do need a sales letter to make the decision are already warmed up and very interested – you need to push them over the fence.

**Begin your launch just as you would begin a sales letter** – with a big headline. You need something to capture people's attention and get them excited.

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Moreover, each phase of your pre-launch should have another headline, whether it's a written message or a video. Always be capturing attention and creating curiosity all the way through the process.

Remember, this is an EVENT, so treat it like an event. Rather than using hype, attract people with what's happening and what's taking place. Your launch can change people's lives – if not then maybe you should rethink it.

Therefore, because it can improve lives, you need to convey that message to your prospects. Furthermore, the best way to do that is by using an attention-grabbing headline each time that sets the tone and then following up with really great information.

**Have a great offer.** This goes for anything, and it's especially relevant for launches. Just because you're going to all the trouble of creating an event doesn't mean you don't also need a great offer, because you do. I don't care if you're a wiz at pre-launches and launches if your offer stinks then you're not going to make sales.

What's a great offer? It's something where the customers think, "Wow, I can't believe I'm getting so much value for so little money." That doesn't necessarily mean that your offer is cheap – it could be \$1000. However, it does say that you are offering far more in value than the price you are charging.

For example, if you're showing someone how to set up a business that pays them \$1000 a week, then \$1000 for that information is nothing, it's peanuts. Alternatively, if you're showing them how to solve a problem that's been driving them crazy for days or weeks or even years, and you do it for only \$47 while they've spent hundreds trying to solve it, then it's a great offer.

**Get help with your marketing message.** You go through the whole process of pre-launch and launch, only to have a dud. Ouch. You can prevent this and have a strong event by taking a little time to have some conversations with your prospects in advance.

For example, float your idea in a blog post and gauge reaction. Are they excited? Do they want to know more? Alternatively, is the sound of silence all that you're receiving? Talk to your prospects and customers on forums, webinars, via email, teleseminars, etc. Gauge reaction and tailor your sales message accordingly. This can only aid you in having a successful event.

**Check out the marketing objections.** You're having a conversation on your blog or in your forum, and you see the same problems coming up, what do you do? If you're smart, you tackle them head-on in your launch.

For example, your product is on how to be a fantastic baker even if your prospect can't make a Rice Krispie treat to save their life. (For non-bakers out there, Rice Krispie treats are super easy to make.)

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You keep hearing, "When I make cookies they always get too thin at the edges and that part burns." So you make a video that shows you had the same problem, and it was embarrassing when someone would comment about your weird cookies, but then you found the secret and here it is, and now your cookies are perfect. Moreover, Viola!

You are now the expert baking problem solver, all because you listened to your market and discovered some of the things that were driving them crazy.

You might be wondering why I call these things objections, and the reason is this: If your prospects feel like they can't do the simplest of things, then they're not going to possess the confidence to invest in your program.

However, if you can show them how rapidly they can make improvements, not only will their confidence in their abilities increase, but so will their trust in your ability to dramatically help them.

**Sequence your launches.** You might be thinking that launches are just for tremendous products and million dollar deals, but that's just the high profile launches. If you're smart, and especially if you're just getting started, you'll start small and stack your launches.

For example, your first launch might be on your blog - to get your early readers and start building your list. Your second launch might be a small product in which you're focused more on getting active affiliates than making sales, because with your third launch you're going to be bigger, with a more expensive product. Having those affiliates in place from the last launch will help you tremendously.

Maybe when you're focused on gaining affiliates and building your mailing list, you pay 100% commissions. Then as you get bigger, you start charging more for your products but paying lower percentages to affiliates (example: 100% the first time, 75% the second, etc.)

However, you stack this way, doing one launch after another, sometimes with different goals in mind and always building on what you've done previously.

**Remember, launches aren't just for the Internet marketing realm.** Because we're in Internet Marketing, we're witness to a lot of IM launches. However, if you look at others niches, and just about ANY niche, you'll find that launches are there as well.

In fact, they often work even BETTER, because they're not overcrowded with launches the way that IM can be. So the tip here is to think outside of IM, to look at any other niches you're in or you want to be in, and think about doing a series of launches in that niche to build your business there.

## Conclusion

In this eBook, you have learned what it takes to launch your product and why you need joint venture partners to help you promote it. JV partners expand the reach of your product promotion to their email lists and farther reaches across the Internet; if you, yourself, are the only one promoting your product, your chances of getting sales will be much lower.

You need to set up a JV page to provide your JV partners with all of the promotional material and instructions they need to promote your product before and during the launch period.

also, need to have a JV contest with prizes for the partners who refer the most sales during the launch period. You can have prizes ranging from cash and vacation packages to electronic items and gift certificates for the top three, five, ten, twenty, or more partners who refer the most sales during the launch period.

Once you have set your product launch date and announced it to your JV partners and your email list, you need to stick with it unless there is a significant emergency (i.e., death or major illness in the family, some major issue with launching the product on the specific date that can't be rectified by that date, etc.).

If you change the date, eager prospects will get confused on which date your product will launch and will probably lose interest in buying it. JV partners will look upon you as unprofessional and unreliable, and they will be less likely to promote your future product launches.

When you do finally launch your product, be sure that everything goes smoothly. Be sure that the website is functioning correctly, the order button is working, and that the download links are working as they should.

Stay in contact with your JV partners to ensure everything is running smoothly and to see if there is anything you can provide to improve conversion rates.

Update your promotional email messages, ads, social media posts, etc. based on their feedback to improve conversion rates so that everyone experiences greater profits and to show that you are a reliable Internet marketer who cares about his JV partners' success.

As the launch period continues, momentum can start to dwindle. Thus, be sure to provide daily JV Leaderboard updates to encourage your JV partners to pick up their promotional efforts, especially as the launch period begins to wind down.

Let them know who is in what position and how far behind they are, as well as

remind them what prizes they can win. It's often best to put that information on the JV page where the promotional materials are located so that they grab more promotional material and use it to improve their standing on the Leaderboard.

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Once the launch period has ended, thank your JV partners for their efforts and announce the winners of the contest. Make arrangements to deliver the prizes they have won. Consider sending out an additional, unannounced prize to all affiliates who made at least one sale for your product.

During and especially after the launch period, you need to focus on retaining your new customers. Be sure to follow up with them and make sure they received the products they purchased and answer any questions or issues they may have regarding the product and the question or issue it is supposed to solve.

Provide updates (if any) to the product in future emails and alert them that staying on this list will ensure they receive those updates. Also be sure that your future emails provide additional value to the customer in the form of other information about the topic or issue.

The key is to continue building the relationship with the customer and show him/her that you are a reliable and trusted expert in your field, making it more likely that he/she will purchase your future product offers.

Use the information in this eBook to help you launch your next product and build new, lasting relationships with JV partners and customers. Good luck!

There you have it. A blueprint for creating, branding, and delivering any product you want. But guess what? It's all worthless if you don't apply what you've learned. So make sure you implement the following Battle Plan today:

### **Battle Plan**

- Step 1: Determine what type of product you'll create.
- Step 2: Brainstorm and develop an outline of your product if it's text or video. If it's software, draft up an overview of its desired features.
- Step 3: Start creating your product using the steps above or outsource it to freelancers.
- Step 4: Establish a name, brand image, and USP
- Step 5: Package your product by your brand image using an eCover creator tool.
- Step 6: Get your product ready for customers by linking your member's area with your payment platform.

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