

Product Creation Cheatsheet

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Product Creation – Action Plan.

WARNING!

- The first rule of product creation is that you should Give Value! Do not sell, promote or even giveaway products to your prospects that have no value!
- FREE products such as Lead Magnets must be immediately downloadable after the subscriber completes the opt-in form on your Squeeze Page.

What can a FREE product be?

- A Report in pdf format (5 - 10 pages is a good size), Audio, Video, Mind Map, Newsletter, eCourse, Graphics, Website or Office Templates, Check Lists, Cheat Sheets.
- Click here for [ideas for easily creatable products](#).

How do I create FREE products - 1?

- There are numerous ways of creating products but consider those on this and the next frame as the basics:
- 1. Create it yourself from scratch. Writing a document? Curate content from search engines and rewrite in your own words. ****DO NOT COPY****. Consider the [10x10 Matrix here](#) and create it easier and faster.

How do I create FREE products - 2?

- 2. Create it your self using **good quality** Private Label Rights (PLR) as a source. Re-write it and use it as a basis for an original document but don't just stick your name on it and use it as-is
- 3. Outsource it. A relatively quick and easy way to create a product but it will involve expense. [Compare freelance organisations here.](#)

What about an upsell ?

- You do not NEED a One Time Offer (OTO) or upsell to create a list, but if you want to monetize your list then it's certainly a necessity. Consider the following as OTO type products:
- 1. An extension or upgrade of the FREE offer. If the free product was a written document consider expanding the document or create a video or audio as the upsell

What about an upsell? cont...

- 2. Sell other marketers products as an affiliate and receive a commission. Source products from sites like [JVZOO.com](#)
- 3. Create a membership site where members pay you a monthly fee
- 4. Mentoring. if you have experience in your niche then you may well be able to teach others!

Product Creation - Resources.

Google Resources



1. [How To Create A Digital Product: The Same Template I've Used To ...](#)
2. [30 Expert Tips on Content Strategy for Digital Products - UX Planet](#)
3. [The Ultimate Guide to Creating and Selling Digital Products on your Blog](#)
4. [10 Ideas for Creating an Info Product That Sells! - Ivory Mix](#)
5. [Creating digital products](#)

Video Resources



1. [Peter Dudek's Product Creation Workshop - Webinar Replay - YouTube](#)
2. [New Product Creation Webinar](#)
3. [website ad product –](#)
4. [No Product No Problem NPNP Review Webinar Replay and Bonus ...](#)
5. [Chapter Eight Product I: Innovation and New Product Development ...](#)

Facebook Resources



1. [Michael Hyatt - New Post: Your Product Creation Blueprint... | Facebook](#)
2. [How to Launch Your Product Using Facebook : Social Media Examiner](#)
3. [How to Make a Product Page on Facebook | Chron.com](#)
4. [Citroxx-Bio see the creation of a Facebook shop with automatic ...](#)
5. [10 Tactics for Launching a Product Using Social Media](#)

Blog Resources



1. *Product Creation Archives - Ali Internet Marketing Blog*
2. *Product Creation - Anthony Hayes Traffic & Growth Marketing Blog*
3. *Product Creation — Jim Martin Blog*
4. *Product Creation | CobyWright.com | Internet Marketing Blog*
5. *What To Sell Online: 32 Info-Product Creation Ideas That Actually Sell ...*

Product Creation Tools



1. *First Time Product Creation Question*
2. *Brainstorming ideas for creating a software product, need help ...*
3. *Creating a Clickbank product*
4. *Product creation | Internet Marketing Forum*
5. *Product Creation, Inventing, Importing, Sourcing | The Fastlane ...*

Conclusion.

I hope you found this short report useful, and it has opened up some possibilities for you on how to see more success online

If you would like to take the next step, click the link below now...

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