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Introduction

Welcome!

This guide will teach you how to create a product in a few hours and do a quick mini-launch to make fast money in 24 hours. I just have to warn you. This is not a get rich quick scheme. You'll need to focus and create a product on a topic that you know by heart.

I also have to tell you the truth about the different ways to build a business online. The fastest is still product creation. If you notice, some of the best internet marketers started with product creation while others who are popular due to expertise in another discipline whether affiliate marketing, PPC, CPA, Social Media, etc are also creating products. This is because nothing beats product creation in terms of making money online.

This guide will focus on teaching you how to create an original work fast, something that you can be proud of and sell at a higher price.

So read the guide and follow the process and come out with your own product in 24 hours.

Earnings Disclaimer

This guide will teach you a way to make money online and build a business. However, we cannot guarantee how much, there's just too many factors to consider. But if you focus, persevere, enhance your skills and never give up, you will certainly make it online.

Perfect your product creation skills and use this guide to master the process. This guide includes not only techniques on product creation but also on how to do mini-launch to provide a complete income model for you.

Implement the steps, create your product, go out there and make a name for yourself!

Getting Started

Congratulations!

Product creation and selling your own product is a proven method to make money online and you are on a journey to learn it here. Read the guide and follow the steps outlined here and release your products (outlined in Step #6) fast.

The best way to use this guide is to read it in a quiet place once or twice then perform the actual steps. If you get lost along the way, simply go back to this guide and re-read it.

Also look at the Product Creation GOLD Blueprint. It's a graphical representation of the topics in this book. It will allow you to quickly see the next step in the process.

Step #1 Create A Product Concept

Find Product Ideas That Pay

The first thing you do when you decide to create a product is to think of a product concept. You can get product concepts all over the internet but lets first start with you.

Think of the topics that you know well. Every one of us is good at something. Think of that idea. You maybe adept at SEO, Pay Per Click, using Facebook, using Twitter, Article writing, Forum posting. All these can be the core idea for a new product. Now, to help you come out with ideas, here are some sites you can visit:

- <http://www.warriorforum.com/warrior-special-offers-forum/>
- <http://www.JVNotifyPro.com/>
- <http://www.clickbank.com/marketplace.htm>
- <https://www.jvzoo.com/products>
- <http://rapbank.com/>
- <http://www.amazon.com/gp/bestsellers>

Come up with your Unique Selling Proposition

The best way to come up with a product idea is to visualize a core concept for the product. What will be the biggest benefit you can give to buyers. Will it be immediate backlinks? Unlimited Traffic? Money in 24 hours? Sources of Online Jobs? Come out with a single best value you can think of. As you develop/create the product, you will add little ideas that will contribute to the main concept but for the mean time, come out with the best value you can think of that you know you can give.

Write An Attention Grabbing Product Name

When you've found a product concept or product idea, it's time to give it a name. What I usually do

when I create products is to put in the niche plus an attention grabbing keyword in there. For example, this guide is about Product Creation and I added the keyword GOLD.

Here are some keywords you can use when naming your product:

- Expert
- Master
- Newbie
- Guru
- Per Month
- In 1 Week
- In 48 Hours
- In 24 Hours
- In 1 Hour
- In 1 Minute
- Architect
- Police
- Laws
- Storm
- Tsunami
- Funnel
- Fast
- Super

You can use the Product Creation GOLD Control Center – it's a software bonus for this product. It includes a product name generator.

Ninja Tactic To Test If Your Product Name is Hot!

Come up with 2 or 3 product titles and test which one will be a hit even before you begin creating the contents. To easily test this go to <http://www.warriorforum.com/test-forum/> and post the different variations of your product title in there. You don't have to put in any contents just put in your titles and see which one will have a higher view in 1 or 2 days. After you determine which one has the most views, delete the test posts or change the title to also protect your product name

When you're done creating a name for the product, think about the packaging. Will it contain an eBook, a video, a software? What bonus products can you add in there? This will all change as you develop or write the product but it's good to have this all planned right at the start.

Finally, decide on the price. Check out the present prices of similar products and decide whether you want to sell it lower, higher or just the same.

Step #2 Create A Blueprint Of The Product

Before you start writing, create a product blueprint first to give you a visual understanding of the product you'll create. Use a mindmap tool to do this. There are a lot of free mindmap tools online. Here are some of the ones I use:

- <http://www.bubbl.us/>
- <http://freemind.sourceforge.net/wiki/index.php/Download>
- <http://www.xmind.net/>

When you create a mindmap, start from the product name and branch out to the ideas that will be discussed. To get you started creating mindmaps, see the image below. It is the basic mindmap for Product Creation GOLD. You can use it for starters. When you get a hang of creating mindmaps you can check out the more complex version contained in the Product Creation GOLD package.



(note: I added the mindmaps in both JPEG and XMIND format)

Step #3 Create The Core Product

Here's the interesting part, creating the core product.

Fast Way To Create a Product in 2 Hours or Less

If you are comfortable discussing the steps, tactics and methods for your product, then the fastest way for you to create a product is to view the mindmap you created in Step #2 and discuss it while recording it.

Just a few hours after discussing it, you'll have your very own video product.

To record your screen while discussing the mindmap you can use the following tools:

- Jing Video (free for PC)
- Camstudio (free for PC)
- iMovie (free for MAC)

You can also use Camtasia but it's pricey.

Traditional Way To Create A Product

If you are more comfortable writing about a topic, then you can go and do the traditional way of creating products by writing your ideas about the topics in the product. You can use the Product Creation GOLD ebook template that I included in the package to write the contents of your product.

After you've written the product, save it in PDF format and you've got your very first eBook.

Here are tools you can use:

- Open Office (free for PC)
- Google Docs (free for PC and MAC – web based)
- Zoho Writer (free for PC and MAC – web based)

From my experience, open office is the best tool to create your ebook and export it in PDF format. It locally installs in your PC so you don't need to be connected to the internet all of the time while creating your product.

If you are working with a team and you do collaboration on ebooks and other written contents then I recommend Google docs or Zoho writer. It is web based and can be editable by all collaborators at the same time.

Both tools also allow you to save documents in PDF format.

Step #4 Add More Value To The Core Product

In this step you will learn how to turn your product into a best-seller by adding more value and creating an excellent product package.

In Step #3 you either created a video product or an ebook as the core product. Depending on which one way you picked, it's now time to add more value by either creating a transcript of your video and save it as a PDF guide that will accompany your product or if you wrote a PDF, create a video using Jing.

For those who created a video product

In this step you will increase the value of your product. Aside from having a video, you will also add an ebook guide to your product. To do this you will do the following:

- Transcribe the video put it in a document
- Create sections in the transcription corresponding to the topics in your product
- Create a title page, table of contents, introduction, disclaimer, the topics, a summary
- Save the document as PDF

You can use the free tools listed in Step 3 to create a PDF version of your video. See how much faster it is now to create the ebook since you have the video to model after?

This is one of the secrets to creating eBooks blazingly fast.

For those who created an eBook Guide

If you created an eBook instead of a video, don't worry, you can still create a video and it will be much faster and easier now since you've already written a guide.

Most product creators fail in creating a video because **in the midst of creating a video they run out of things to say** and they end up stopping and giving up on the video altogether.

Now, with you it will be different. What you will do is to load up the mindmap in your screen and print a hard copy of the eBook you created.

Then record yourself while reading the eBook and from time to time, using the mouse, point to the topics in the mindmap in your screen. You will see that it will be much easier because all your doing is reading the ebook while recording it into a video.

Here are the steps to create videos fast:

- Load the mindmap you created in Step #2
- Print the ebook you created in Step #3
- Record your screen
- Read the eBook and from time to time point to your mindmap

That is the secret to create videos even if you're totally new and nervous.

Step #5 Create eCovers Easily In Minutes For Free

For me this is an exciting part of this guide. It's all about creating a free eCover using MyeCoverMaker.com – it's an online site where you can easily create ecovers, and I've created about a

hundred of them already using the site. It's simple to learn, fast to use and delivers amazing eCovers. You can even create a product package covers all complete with CD's, software boxes, ipod covers, etc. To create basic eCovers, you can use their freebie which comes with 5 different templates. If you sign-up and become a member for \$10 per month you can get up to 40 templates you can use.

Here are the steps:

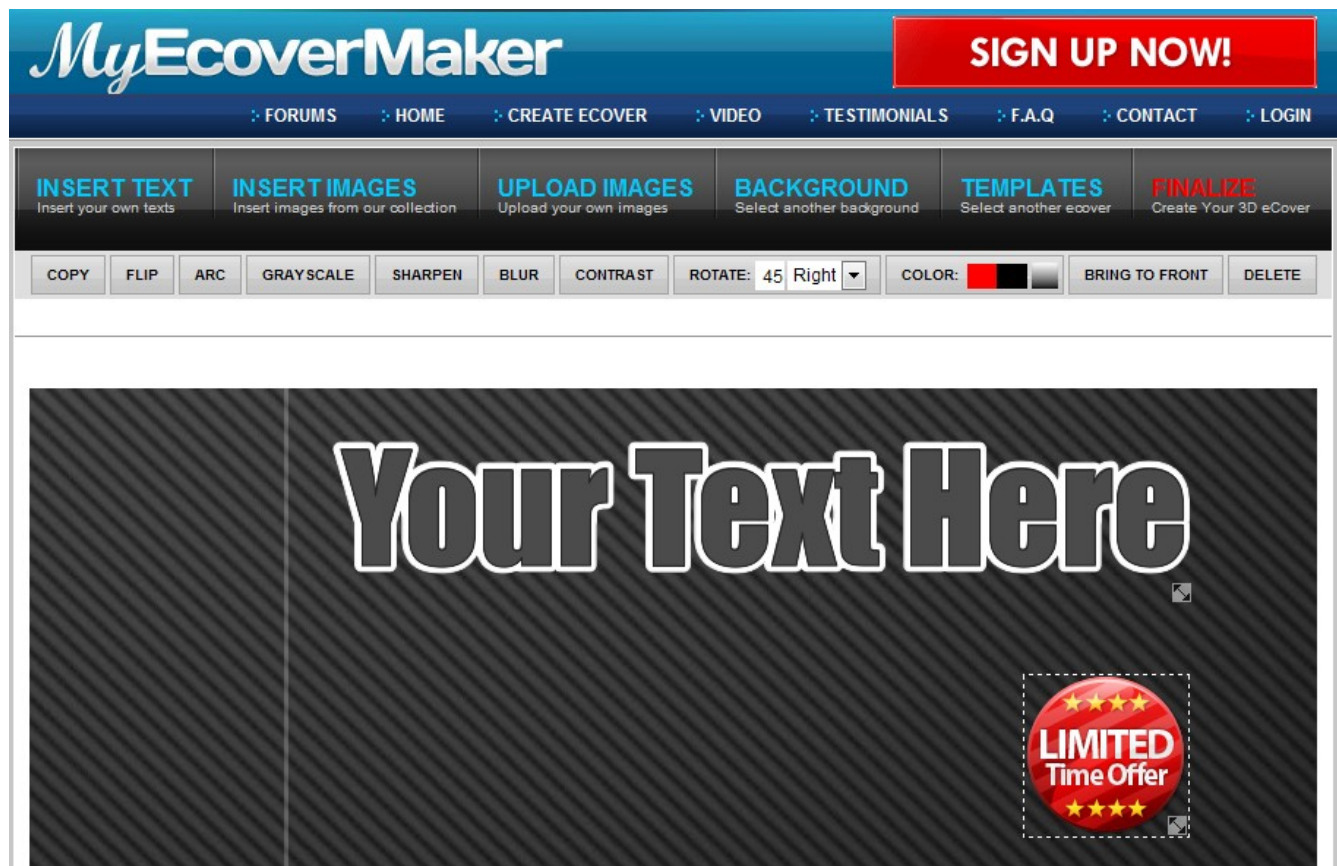
1. To start, go to MyeCoverMaker.com



2. Click on the CREATE ECOVER Link
3. For starters use RING BINDER STANDING template (5th from the left)



4. Select a background graphics. For this example simply choose the first one on the left.
5. You will be asked to click and drag a portion of the graphics to use in your ecover. For this example, click and drag the entire graphics in the screen.



6. A flat version of the ecover will be displayed on screen, the portion for the cover and spine will

be indicated. From this screen you can now add text, additional graphics, upload an image from our PC, change background, change template, and finalize the ecover.

7. Now, click on Insert text. We will keep it simple. Type “Product Creation GOLD” in the box that say “your text here” then click on GENERATE TEXT, you will see Product Creation GOLD in black. This is the default color but you can change it using the color options, you can even create a stroke on the text and change the font using the font option. Each time you make changes click on GENERATE TEXT to see the text on screen.
8. When you're done, click on the generated text and it will be added to the eCover.
9. You can click and drag the text on the eCover to resize it. If you want to add text to the spine, you can do item no. 7 and rotate and resize the text to fit the spine.
10. When you're done with the text, add some graphics. You can choose from the graphics provided by the site or upload some graphics from your PC. You can then drag and resize the graphics.
11. You can delete any items on the screen by clicking on it and clicking on the DELETE button just below the finalize button.
12. To see your finished eCover, click on Finalize. This will open up a screen that shows your actual eCover. From here you can resize your ecover according to your size requirement and then download it to your local drive.

That's how easy it is to create an eCover. You don't have to pay a graphics designer create one. If you're up to it, you can even create a Fiverr service where you can create eCovers for \$5 an order.

Step #6 Do A Mini-Launch And Make Money Online

Here you will learn how to do a mini-launch. This is where you'll actually make money. In the first part, you learned how to create a valuable product package that you can be proud of. In this step you will sell it and make money. If you create a strong product with an existing demand then you can expect to make a considerable amount in a short time.

For one product in a hot niche I recently created for somebody, it fetched over \$2,000 in a weekend.

So here's the instructions on doing a product launch and making money with your product.

Launch in Warrior Forum

This is the no. 1 destination of all internet marketers who wants to do a mini-launch of their products. You have to be a paid member (\$37) to place a WSO post (\$40) in their Warrior Special Offer thread.

A lot of product creators are making money on their products listed in the WSO section. There are lucky ones who sell up to 5,000 or more copies of their products.

Here are the steps to be a member of Warrior Forum and Post a Warrior Special Offer.

- Sign-up to warrior forum (<http://www.warriorforum.com>)
- Buy the War Room membership (\$37 for 20 years)

- Become a contributing member. This involves making atleast 50 useful post. You can do it in a day or two but make sure you are not spamming but instead making valuable posts. Warrior Forum members are an intelligent bunch so be sure to contribute value. Besides, your valuable posts will get thanks and that will increase your reputation, making it better for you when you list your product.
- Make some friends, if you give out valuable posts it's easy to be accepted as friend by other members. It's all about contributing value.
- Take note of “**Contributing Value**” it's one of the secret to get respect inside warrior forum.
- Create a thread in warrior forum's WSO thread. This will involve writing a posts ala “sales letter” and attach your paypal link in there that redirects to the download page of your product. If you want to make things more organized and easier to track, you can also use WarriorPlus.com to monitor your WSO. The good thing about warrior plus is it allows for an affiliate facility, meaning if you want to. You can setup your product to allow affiliates to sell it. Warriorplus automatically takes care of that for you. When you're done setting things up. Submit the thread and wait for approval. When it is approved, you will receive a notification email and a link to pay for the thread. When you pay for the thread, it will go live and will start selling. This is the most exciting part of all.

The steps look simple but there are some details you'll have to work on like setting up the download page and making sure it's protected.

There are other places where you can list your products (Jvzoo.com, DigiResults.com,Digital Forums) but the most effective when you need immediate money is Warrior Forum.

You also want to launch your product first on warrior forum so that you can get the feedback from old timers in the industry as well as experts in the internet marketing community.

Adjust your product according to the comments you'll get to improve it and then do a launch on other markets.

Launching a successful product on warrior forum will also allow gain you popularity in the industry and allow you to make a lot of friends in the industry.

After your warrior forum launch, you can list your product in clickbank for a higher price. When you launch products on clickbank, make sure to visit JVNotifyPro.com – it's a site where you can advertise your launch for higher exposure and to have super affiliates have a look at it.

Step #7 Establish A Stronger Online Business

When you've established yourself as a product creator and you're already adept in creating the products using the steps in this guide, then it will be time for you to make your business stronger. Here are more ideas you can implement establish a stronger online business.

8 Methods to Build A Stronger Business and Better Income Online

1. You can create more products and do a regular mini-launch

2. You can offer your services as a ghostwriter creating products for other people. Some highly successful internet marketers started as ghostwriters. From the top of my head I can say Jason Fladlien, Jenn Dize, & Tiffany Dow.
3. Put up a PLR membership site and make a regular income – using all the products you create, you can offer them with PLR rights (private label rights) and you can make a regular monthly income depending on the number of members you can get.
4. As I mentioned on Step #6 You can do a launch on Clickbank.com and advertise your launch on JvnotifyPro.com – that process is the top strategy for product creators.
5. List your products on Jvzoo.com – this is a relatively new market but you can list your product in there for free. They just charge a 5% fee for each sale you make.
6. List your products on Digiresults.com – similar to JVZoo.com where you can also list your products for free.
7. List your product in IMGigz.com – this is a site similar to Fiverr but it allows you to put up services for more than \$5 – I once listed my \$97 service there and got my first order in a few hours. Though they take a 20% cut on the sales and keep your funds for two weeks.
8. You can also do adwords and facebook PPC – I was able to workout a special deal for buyers of this guide. Here's a site where you can purchase \$100 adwords coupons and \$50 facebook vouchers for a low cost. [\\$100 Adwords voucher \\$5.95/each. \\$50 Facebook Coupon - \\$3.95 each](#)

Tools

Here's a list of sites and tools I mentioned in the report.

For product ideas visit:

- <http://www.warriorforum.com/warrior-special-offers-forum/>
- <http://www.clickbank.com/marketplace.htm>
- <https://www.jvzoo.com/products>
- <http://rapbank.com/>
- <http://www.amazon.com/gp/bestsellers>

To create a blueprint or mindmap of your product use these tools:

- <http://www.bubbl.us/>
- <http://freemind.sourceforge.net/wiki/index.php/Download>
- <http://www.xmind.net/>

To create videos using free tools use these tools

- [Jing Video](#) (free for PC)

- [Camstudio](#) (free for PC)
- iMovie (free for MAC)

To create documents and PDFs use these tools

- Open Office (free for PC)
- Google Docs (free for PC and MAC – web based)
- Zoho Writer (free for PC and MAC – web based)

Summary

Now that you've learned how to make products fast, I hope that you also implement the techniques on doing a mini-launch. It's the critical part to your online success and the only way to make money. Having quality products is great but if you don't gather the courage to launch the products, you won't make anything.

If you need assistance, I provide one on one coaching. Email me at DominisMarketing@gmail.com and indicate 1 on 1 coaching help in the subject line. You can also visit the thread for Product Creation GOLD that I created inside warrior forum at : [Warrior Forum Product Creation GOLD mastermind Thread](#)

Thank you and I wish you success, wealth, more health and a happy life!