

"Anatomy of Creating Six-Figure Products"

with guest expert Robert Middleton
Teleseminar hosted by SpeakerNet News

1. Best Products
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Following is the ezine that went out right before this teleseminar, showing how it and other products were promoted, as well as listing content that is related to today's topic.

In This Week's Issue: Considering developing an online product?
Why not make it a six-figure product?

More Clients
the Online Marketing Newsletter
for Independent Professionals
from Action Plan Marketing
and Robert Middleton

Sent to over 50,000 subscribers every Tuesday.
Welcome to the 225 new subscribers this week!
Please pass on More Clients to those in your network.
To leave list or change email address, scroll to bottom.

Word count for this issue: 942
Approximate time to read: just under four minutes

This week's "Hot Links"

Read this Week's More Clients online on the More Clients Blog. You can also see past issues at this link:

<http://www.actionplan.blogs.com>

Do you need some support in putting your marketing into action? Get assistance from one of my marketing coaches:

<http://www.actionplan.com/coaches.html>

Creating a Six-Figure Online Product

This Thursday I'm the guest speaker on a special TeleClass hosted by my friends at SpeakerNet News on "The Anatomy of Creating Six-Figure Products" where I'll discuss the ins and outs of creating and marketing information products online (and actually making good money doing so).

If you can join us, great - The link is: <http://tinyurl.com/34a4m7> If you can't attend, you can order either the Mp3 or the CD of the TeleClass at the above link.

In today's More Clients I want to give you the "Executive Summary" of this presentation and share what I feel are the two most important ideas around developing and marketing online products that sell in the six-figures.

What Products Should You Develop?

These days the most popular information products are e-books, audio programs, teleclasses and other online programs. And the trend seems to be to create an e-book from a series of eZine articles or from transcripts from several teleclasses.

But there's a problem with this.

Often these products seem slapped together quickly in the attempt to "just sell something." These products tend to be "just a collection of ideas" and don't have much of an impact, because there usually isn't a complete system one can follow.

I recommend a different approach.

When I created the InfoGuru Marketing Manual, my goal was to develop a more comprehensive product, something that would have substantial value and that would have a much longer lifetime. I wanted it to be a complete how-to guide to attracting clients.

Your product doesn't need to be an "online book plus" like the InfoGuru Manual. But it should offer a complete solution: a product that gives your buyers a focused, step-by-step how-to guide to producing a specific result.

It might be how to give powerful presentations, how to get more appointments in large companies, how to heal your back pain or how to keep more of your top employees.

If it's comprehensive, full of case studies and hands-on examples that they can actually follow (and that really work), your buyers will come back to it over and over again, and also tell their friends and associates about it.

This doesn't mean you can't make money selling one-shot teleclasses (and recordings of same); you certainly can (and I've made a lot). But they are unlikely to generate a six-figure income. Here's my simple six-figure formula:

Comprehensive + In-depth + How-to = Six-Figure Product

How to Develop Your Six-Figure Product

First, answer these questions: What's something I know how to do as good as or better than anyone in my industry? Is this information in demand? Is it something a lot of other people want to know? Do I have a solid track record in producing results for actual clients with my approach? Can I systematize my methodology into a series of how-to steps?

If you can say yes to all of these, you have the foundation for a six-figure product. Your product may have a fairly narrow focus, such as my Web Site ToolKit, or much wider focus such as the InfoGuru Manual.

Next, create a detailed outline of your methodology.

Just break it into its components and write a complete, step-by-step process for each part. Make it easy to follow, like a recipe, something that anyone reading it could implement. This is the key; it's all about specific how-tos. And then enhance these how-tos with examples, case studies and checklists to make things even clearer.

If you want to take your product to the next level, add an audio component. The easiest way is to have someone interview you and then break up this interview into sections corresponding to the sections of the product. For example, the Web Site ToolKit has a written and audio section for each page on a web site.

Finally, include resources such as recommended books, online links, related software, etc. In other words, make your product as completely turn-key as possible. When you promote your product, you'll offer these as valuable extra bonuses.

Ultimately your product will be uploaded to a web site with links to all the components such as pdf and audio files, links to resources and bonuses, etc. Then it's promoted online, usually through an in-depth, no-hype sales letter.

What Else Do You Need?

In this short eZine article I can only give you a snippet of what I'll cover on the TeleClass, but what I have covered is the most important part of all. If you don't have a comprehensive, in-depth, how-to product that offers great value, it's unlikely you can generate six figures or more selling it. I just passed a half million for the InfoGuru Manual, so I know it can be done!

On the TeleClass we'll also discuss pricing of products; keys to writing online sales letters; how to structure your guarantee; getting people to actually use your product (so they'll tell others about it and buy other products); and ways to make your product sell over the long term.

You can sign up now, or order the Mp3 or CD at this link:

<http://tinyurl.com/34a4m7>

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The More Clients bottom line: Making six-figures with an online product is possible. In fact, that should be your goal. The key is developing something that has so much value that it becomes easy to sell for a very long time.

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What persuades you to buy online products and/or what turns you off from buying online products? Please share on the More Clients Blog.

<http://www.actionplan.blogs.com>

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Action Plan Marketing Online Programs
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You can learn more about and order all my online programs at the link below. These include the InfoGuru Marketing Manual, the Web Site ToolKit and my many recorded TeleClasses.

<http://www.actionplan.com/mkttools.html>

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Get to know our Action Plan Marketing Coaches
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If you're looking for some assistance with your marketing, beyond my books, e-books, audio programs and workshops, the best investment you can possibly make in your business is to hire some professional assistance from those who use a proven methodology to get your marketing plan to float.

A few of these coaches are offering programs starting soon.

Learn about all the Action Plan Marketing Coaches here:

<http://www.actionplan.com/coaches.html>

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Action Plan Marketing Coaches Certification Program
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There are hundreds of thousands of professional service businesses who are struggling with marketing and need some hands-on help.

I can't do it all by myself anymore.

I'm looking for a few smart, passionate and spontaneous consultants, coaches and/or trainers who want to make a real difference in the businesses (and lives) of other business owners.

You'll be trained at a very high level in an intensive one-year program that's starting now. After a few months of study and preparation we'll hold a Certification Workshop from Sept 29 to October 2. That's followed by a nine-month hands-on marketing coaching and support program.

Interested?

Complete details at this link:

<http://www.actionplan.com/apmc.html>

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How to Share Action Plan Marketing
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If you share Action Plan Marketing anyway, I encourage you to join my Affiliate Program and make a few dollars in the process. You can find complete details at this link:

<http://www.actionplan.com/affiliate.html>

Services I Highly Recommend

The businesses below are some of my business partners. They provide services and products that I use myself and that really work. I recommend them without hesitation. Please check them out and learn more about how they can benefit you.

OUR EMAIL LIST SERVICE: Many people ask me how I manage this email list. I use a great service called AWeber. Find out more about them at <http://www.aweber.com/?26421>

OUR SHOPPING CART: I also get lots of emails asking about how we do online transactions. I use an excellent shopping cart system called 1shoppingcart. Give it a test drive at this link: <http://tinyurl.com/cbvbz>

GET KNOWN FAST: I was recently interviewed (along with 21 leading coaches) on the topic of "Getting Known Fast." My colleague, Tessa Stowe, was the interviewer and emerged with a great audio program that shares dozens of ways to attract new clients faster. Check it out here: <http://tinyurl.com/38ugye>

EZINE MARKETING - Using an eZine like this one is one of the best things you can do to promote your business. But you need to learn how to do it right to get the best long-term results. I suggest checking out Alexandria Brown's in-depth manual on marketing with your eZine: <http://tinyurl.com/8hlt8>

TELECONFERENCE SERVICE - For all my TeleClasses I use a great service that's free and better than many services I pay for. Free ConferenceCall.com: <http://www.freeconferencecall.com>

ONLINE MARKETING - I don't teach online marketing but I employ online marketing principles throughout my website and eZine. If you want to market your services online, I recommend "Make Your Site Sell" (now free) and "Make Your Knowledge Sell" by Ken Evoy: <http://myss.sitesell.com/actionplan.html>

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PAST ISSUES. <http://www.actionplan.com/mc/MoreClients.html>

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Just complete the simple form. Takes about 20 seconds. And you'll get our free 24-page Marketing Plan Workbook, along with the first chapter of the InfoGuru Marketing Manual in the deal.

Until next week, all the best,

Robert Middleton - Action Plan Marketing
Helping Independent Professionals Attract More Clients
<http://www.actionplan.com>

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