

# Making Money Online In Your Sleep

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## **Want to Make Money Over and Over Again in Your Sleep?**

Today, I will be giving you one of the most powerful business models in the world.

That's no hype. Just pure fact.

You ever see those people driving around in a Ferrari or Rolls Royce and wonder what they do?

Well, some are doctors and attorneys and finance people.

But, a majority of them are mostly business owners of some kind.

Whether it's owning their own restaurant chains or owning their own hedge fund... they are totally in control of their destinies.

Guess what...

There is the same opportunities in the internet marketing world with being a business owner.

Now I am not saying you will be driving around in a Lambos but there is a possibility that with hard work over time and committing to creating your OWN product this could be a reality!

Really, no other business model can match being the creator of your OWN product and the leverage it can really give you.

So what do I exactly mean?

**Okay let's take a look at these major benefits in being a Product Creator...**

*A lot of POWER:*

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When you make that first quality product of your own for the world to see, you are almost always bringing your Authority levels up a notch or two in other peoples' eyes.

You will gain a sense of respect, trust, and credibility right off the bat with having your OWN product. It's just natural.

This is powerful of course. But there is more to it than just that...

With your own product, you have the flexibility and freedom of having your OWN business.

You can change the price, the manner in which you sell it, the links inside the product, who you want to sell it to, who you want to sell it for you etc...

*A heck of a lot of leverage:*

This really gets exciting (and I just touched on it) but one of the main benefits is getting other people to promote your product.

You can totally take advantage of the talents of others and their contacts and you can have dozens even hundreds and thousands of people selling and promoting your product!

And in its purest form you are harnessing these people to drive that much more traffic to your offer. And making commission and building your buyer's list.

On your own you would never be able to drive this amount of traffic to your product. That's what leverage is in its rawest form. You work smarter not harder...

### **And other benefits of being a Product Owner**

If all this above is not cool enough, you will be able to have other forms of leverage with your own product.

You can use it as your lead magnet or bribe (free giveaway) to build your list.

Use it as a bonus for another product of yours or promoting affiliate offers.

You can also get together with other product creators and form "partnerships" to allow for ongoing traffic on a long term basis.

We refer to that as "integration marketing" and I will be discussing later on in this report.

But for now there is no better time to be a product creator.

## **Your Gateway Into a More Prosperous and Profitable World...**

Hey, let me ask you something... are you ready to start making some serious money?

Because having your OWN winning product can make you wealthy.

It's like creating your own pathway into the world of internet marketing, giving you notoriety and success.

So anyway...

Getting ideas and constructing your own digital information product can be as simple as opening up a good, respected book and exploring the table of contents and the content of that book.

Seriously, you can go to Amazon and go through some of the reviews and the book sections.

If you know what niche you want to pursue, put it in the search and go through it that way.

Also, go through the best sellers section and check that out.

Once you have found a book with some rave reviews then go through the table of contents to get more ideas for your product.

They do allow you to view the table of contents.

It's a pretty cool and convenient way to get your product idea up and going. Check out sub- topics to get even more "fodder" for your content.

### **An Example for You...**

Let's use an example... say you choose Gardening as a niche.

And you see the table of contents are broken down into three sections...organic, fruit, vegetable .

You make the decision to go with organic. You can go look at individual chapters dealing with sub topics like organic fruits, organic veggies, organic beans.

You decide to go with organic fruits and you make a guide on how to have your own organic fruit garden and how to best go about doing it to have the most succulent organic fruit crops.

You could take it a step further and have a video course showing your customers step by step how to go about doing this.

Or make a cookbook on "50 organic fruit desert recipes". The sky is the limit.

## **Create Your Outline:**

Now that you have that million dollar idea you need to produce

a simple outline to get started.

This is really easy. It is maybe one of the most important steps you need to undertake when creating your own product.

## **Form your Skeleton**

Sounds creepy? No, it's not really. You can call it an outline which is the same concept. I just like to come up with descriptions that are visual and easy to remember :)

The bottom line is you really should know exactly what is going to be in your new product before you create the final touches.

## **Fast and Simple Outline Creation**

Okay let's use the example we had with Organic Fruit gardens.

One option that comes into my mind would be cultural options and dishes you can make with organic fruit from your garden.

You could construct an outline (also known as a Table of Contents) that covers American, Mexican, Caribbean, European, and even Indian dishes that use organic fruits.

Does this make sense?

Obviously, you can use your own mind to come up with such outlines.

On top of this you can use additional resources like Youtube, cookbooks, cooking sites, and networks like the Food Network among other things.

Really, concentrate on these resources and finding other resources as well to build your product with.

There is literally a never ending supply to choose from to build that fantastic product.

Some of you can pull out an outline straight from your head in no time. Which is awesome. Some may need some help with this.

I recommend building a library of knowledge which can help some of you in this regard.

Make it at least 4 or 5 chapters (components of your outline).

Put some thought into it. And use the example above (organic fruit) as a general blueprint to guide you.

There are tens of thousands of niches you can make a product about and have success with. Don't overthink this.

And of course something you have some passion and knowledge about is a great place to start.

## **Then Go ahead and put some Meat on Them Bones!**

Now you have your outline done so what do we do to put the main beef (your heart and soul) into this outline to form a finished product.

Well the answer sounds cliché and overused but it is the honest to goodness truth....IT DEPENDS.

The way you construct your new product will depend upon your knowledge, expertise and also passion about the product and the niche involved.

Also, it depends on other variables like how well you communicate and how well you can write and understand the

English language.

And how effectively you can take all this and deliver a easy to understand and compelling product to your end users.

If you are proficient at all at this, then you have a head start on most people and can jump right into this.

Maybe tap into a few more resources to get fodder for your new product...maybe read an ebook or two, watch a couple of Youtube videos, google searches etc... concerning the topic of your product.

If you're missing the expertise and passion you might take a step back and re-evaluate and possibly look for another niche.

It can be difficult to come up with a compelling ad quality product that you have zero passion or knowledge about.

But not impossible.

You could hire a ghost writer or rewrite PLR for instance. These are viable alternatives.

## **How Big Should My Product Be?**

Once again you get my cliché answer... it depends.

For instance, does the particular niche you're in and the product you choose require more technical information?

How many topics do you plan to cover in your product?

How much are you looking to charge?

Is it a premium advanced product or a product for a novice?

What is the desired outcome of the product for the end user?

etc..etc..

So there are a number of issues to consider in determining how big and long your product should be.

WARNING: The length of a product (number of pages in an ebook, length of videos) and the price you charge is not always directly correlated together. Think quality here.

## **So what the Heck is your New Product Gonna Look Like?**

There are a lot of options here.

For instance, if you are making a cookbook of organic fruit deserts simple recipes will suffice. But if you are giving a step by step home gym workout for new moms you might want to have visual representations to make it effective.

So today we will discuss the manner you put together, format, and deliver your "content" as a final product for your customer to use and benefit from.

## **A Few of Your Format Options...**

- E-book
- Video course
- Software
- Membership site
- Paid newsletter
- Audio course
- Coaching/Consulting
- Private Label Rights ( PLR)

- Interviews
- Resource guide

A good many to choose from, right?

Of course, deciding which one to use can depend on various things including your personality, skill set, and the niche.

If you do not like writing then maybe a series of interviews or podcasts could be in order. Or even a video.

Then again some people are terrified to put their faces and voices out in public so maybe a good, quality e-book would be the thing for you.

NOTE : I have found that a product with good video typically has more value placed on it by the Marketplace compared to an E-book ( not always but for the most part).

Okay, so the next chapter is really going to be important....

### **How to Package Your New Digital Product to get to Customer:**

Okay, once you have finished creating your product you are about 75% done. Really. But you still need to get it in a "digestible" form for your customers who are buying it.

Of course the actual method in doing this will be dependent on the format through which your product is delivered ( as we discussed earlier).

In other words, the process will be different for a podcast than it will from an E-report...or a video tutorial or software.

Consequently, I will leave it up to you and your own devices when it comes to learning this stuff.

## How to Sell Your Product:

Once you got that product packaged and ready for delivery to the world, you then need to create a sales page.

You can either write a text based sales page, have a video sales page, or hire a professional to create a sales page for you.

You can host this sales page on your own website/domain, or you can go to a place like Warrior Forum (if it's in the internet marketing niche) and run a Warrior Special Offer (WSO).

Like I said earlier, you can hire someone to write your sales page. Of course that can be expensive if done professionally.

But I recommend learning how to write sales copy yourself.

There are great teachers online like Gary Halbert, Dan Kennedy, John Carlton, Jay Abraham, etc who are masters at this. You can check out their Youtube videos and get a never-ending supply of tactics and blueprints of how to write great sales pages.

And those are free. Now once you have set up your sales page the next step is creating the payment gateway.

This is important because it is how you will get paid from your customers when they purchase your product.

You can use Paypal for this and if you are going to have affiliates to promote and sell it then you can go to affiliate platforms like Clickbank, JVZoo, or Warrior Plus.

NOTE: I highly recommend you market to affiliates who will then in turn market your product.

This can be very powerful. It leverages and maximizes your efficiency as an online marketer.

Instead of doing basic marketing and selling that product on your own for \$17 a pop, you can have 50 affiliates each making multiple sales of \$17 with 50% commission in your pocket... and while you sleep. :)

You do the math. Of course that is a simplistic way to look at it, but I think you get the point.

Let's just briefly look at what we have covered in this report and why you should be so excited with this opportunity.

## **The Power and Leverage...**

The fact is when you control and have complete ownership of your own product, as well as detailed knowledge of how it can help your customers... then you are in a winning situation.

You call the shots, you decide how you want to use these products in your marketing and promotions. And maybe most importantly you can recruit affiliates to promote and sell it for you.

That's when it can become passive income. And it can be major passive income at that!

### **The Evolution of a Good Idea:**

You can come up with a great product idea on your own or use resources like TV, Google, books, Clickbank, Amazon, Youtube etc..Just great places for inspiration and ideas.

### **Effective Outlining:**

This is the foundational building process for creating your product. You can find topics and sub topics at places like Amazon. And check books and their table of contents. Essentially your outline is a table of contents.

## **Putting Meat on the Bones:**

Your outline is done. Now you need to fill in the blanks and put your content in . Hopefully you have some expertise on the topic to do this. And you can utilize Youtube to get more "meat" for your product :)

## **Format for Your Product**

Many options here. Video series, e-books, membership sites, podcasts, interviews, software , audio etc..etc..Your personality and skill set should lead you here.

## **Package Your Product:**

Of course this depends largely on what format you have used. It may be best to check out video tutorials on Youtube to see what is most appropriate for you

## **Sales Page Creation:**

This is huge. It's very important to set up a sales page that will sell! Observe some of the best copywriters in the world like Gary Halbert and Dan Kennedy at Youtube. Use text or video sales pages depending on your experience, expertise and interests.

## **Sell that Product:**

Now that you have that high converting sales page you need to get the word out so people can buy it. While there are numerous ways to do this, having affiliates promote and sell it is probably one of the most effective ways.

The goal is to make money online while you sleep and ultimately, achieve freedom in your life.

# “How To Outsell Your Paycheck?”

There are 3 secrets to break the shackles and achieve freedom...

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