

A PRODUCT A DAY

5 PRODUCTS YOU CAN
CREATE IN ONE DAY



Table of Contents

Introduction – Creating Products From PLR...	3
Creating Products from PLR Articles...	3
Creating Products from PLR Reports & E-Books...	4
Creating Products Using PLR Audios & Videos...	5
A Product A Day: Method One – Creating Reports.....	7
If You’re An Expert On Your Topic.....	7
If You’re New To The Topic... ..	7
Two important caveats:	8
Profiting From Method One... ..	9
A Product A Day: Method Two – Teleseminars... ..	10
Creating Products from Standard Teleseminars... ..	10
Creating Products from Interview Teleseminars.....	11
Creating Products from Affiliate Marketing Teleseminars.....	12
Profiting from Method Two.....	14
A Product A Day: Method Three – Offline Business Interviews... ..	16
Offline Business Interviews for Internet Marketing.....	16
Offline Business Interviews to Promote Offline Businesses... ..	17
Profiting from Method Three... ..	18
A Product A Day: Method Four – Software & Website How-To Videos... ..	21
Profiting From Method Four... ..	22
A Product A Day: Method Five – Graphics Collections & Mini-Sites	24
Creating Products From Graphics Collections... ..	24
Creating Products From Mini-Site Designs.....	25
Profiting From Method Five... ..	26
Bonus Section:.....	28
Additional Ideas For Products You Can Create In One Day... ..	28

Introduction – Creating Products From PLR...

Using Private Label Rights to create products is so obvious I'm including it as an introductory subject instead of counting it as one of your five ways to create a product in one day. If you're already familiar with the various ways to convert PLR products into your own unique products then skip to the next section, but if you haven't used PLR before this will be a nice, potentially valuable bonus for you...

Creating Products from PLR Articles...

The most common form of private label rights is PLR articles. Depending on the conditions placed on them from the original author, you may be able to resell them just as they are. If so, leave the bundle as is and modify the graphics or website that came with them so you strengthen the conversions and make it look more like your own product.

More often you're not allowed to sell those rights, so instead you're creating a product from them. One of the simplest ways to use them is to organize PLR articles by category, then within one category put the articles into a logical order. Copy and paste each article into a text file in the order you've chosen, starting each new article at the top of a new page. Once completed, create a table of contents at the start of the report, pick a title for your report and create a cover page.

If you're good with graphics & intend to make an e-cover for this product, use the flat (2-D) version of that cover design on your cover page. If you're purchasing custom mini-site graphics that include an e-cover use that. If you're not planning a graphic then put just the name of the report in larger type. Under the graphic or title put your own name as author and below that link to one or more of your web sites.

Then add a page or two of recommended resources at the end of the report. Each resource should be targeted to the same niche as the report, and the more tightly related they are the better your chances of getting sales from those links. Make each a product of your own or one you can get an affiliate link for.

Creating Products from PLR Reports & E-Books...

Private label reports and e-books are often useable just as they are, but you certainly won't know that til you read through each one to check for spelling, grammar, flow and validity. Remember, it's YOUR name going on these products, so you HAVE to make sure it's up to par with the image you want to project. Rewrite, edit, take away from or add to any section you feel needs it, then progress as you did for the reports made from articles.

Since numerous people will be presenting the same content unless you've majorly re-written the work, I recommend you use 'Presented By...' as opposed to 'Written By...' – but that's a personal choice so do as you wish with that point.

Take a few moments at this point and think up a better, more 'catchy' title, or one making better use of the keyword(s) you'll be targeting with this product. Create, or have created, new site & e-cover graphics using the new product name and then re-do the salespage to make the best use of your title and keyword targeting.

Most importantly, punch up the page title (the `<title></title>` section near the start of the HTML) and the main headline that's displayed in the browser (Look for the part between the `<h1>` and `</h1>` tags in the HTML). If you're not that comfortable editing HTML files, do those two in a text editor like NotePad – not in word processor programs like MS Word as they add additional characters and hard returns. Just be careful not to overwrite any part of the tags themselves – the commands within the `<>`.

There's one other tag you'll want to check, also near the top of the file, and that's the Keywords tag. Make sure it has the keywords you want the product to target, from most important to least, each separated by a comma. While Google doesn't use your keyword tags there are still some that do, so don't skip this step.

Another product you can create from these types of PLR is audio recordings. Simply open your audio program and read the report aloud. Don't worry about making mistakes or having to do the whole thing in one setting – just use your

editing program to remove bloopers and/or piece together various takes to create your finished products.

One again be sure to introduce yourself at the start of the audio and promote at least one site at the end. Use the original PLR as your transcript, and add the usual information and links to that – don't try and promote a variety of products within the audio itself, but just stick to one site in that part.

Note – often a PLR report is perfectly acceptable as it's written. If that's the case, consider adding photos, graphics and/or screenshots into it to illustrate the topics being discussed. This both helps to make it unique and, in many cases, makes it easier for people to grasp the concepts being discussed.

Creating Products Using PLR Audios & Videos...

Creating your own products from audios and videos with private label rights can become more involved if you start editing the multimedia itself – some of the video products I've created took 8-12 hours just for each render along the way! But that doesn't mean that even a newbie can't create a unique product from them in just one day. Here's how...

Most PLR videos come with both .AVI and .FLV formats. Go straight to the FLV folder and you should see pre-made HTML pages generated to show the videos. Simply edit those pages by adding your title for the product, 'Presented by...' credits and either a banner ad or a couple of text links under the video window.

If you're already comfortable editing videos, a simple trick is to create a still graphic for an opening screen and a closing screen. Drop those into your timeline just ahead of the video and just following, choose your transition, if any, and then re-render the video to the same size and resolution as the original. (You can upsample or downsample if you wish, just remember the effect it'll have on your rendering times.)

PLR audios, on the other hand, don't usually include display pages. If you're comfortable creating the pages and player controls you can go that route, branding and monetizing each page as we discussed for the PLR video pages. You can also 'doughnut' each of the audios with an intro & exit – just recording those

two and drop them into the start and finish of each audio, again as we discussed with the videos, except this time they're recorded inserts, not graphics.

Finally, if those are a bit advanced for the point you're at, throw on your headphones and stop & start your way through the audio while typing out what's being said. When complete, brand & monetize the new transcript like any other report or e-book. Now you can choose to release just the e-book, the e-book with the video, or sell the e-book with an upsell to get the audio version as well!

From this point on we'll get into the 5 other ways to create products in a day, but just before we do here are two resources if you want to learn more about using PLR...

www.NicheEmpires.com

www.SummerMarketingMadness.com

A Product A Day: Method One – Creating Reports...

One of the easiest products to create in one day is the List-Building Report. Generally speaking these are 10-20 page reports on a tightly-focused topic that are designed to be given away from opt-in-generating web pages called Squeeze Pages. While small in size, it's important to keep the information top-notch since they'll be used to build the most valuable asset you and other online marketers will ever have, your opt-in lists you send your e-zines to!

If You're An Expert On Your Topic...

If you're already an expert in any niche or sub-niche, or even just highly knowledgeable in that one area, you can probably just sit down and write a 10-12 page report without too much trouble.

If you're not used to writing, put your topic (Keyword) at the top of a blank sheet, and list 8-10 items about that topic that you want to cover. Next, make 6-10 point-form notes under each of those items that further refine what you'll tell them. If you can't come up with at least 5 points for an item, broaden that item a bit and then create the points.

Now all that's left is to follow that flow, talking about each of those points in turn. Since you now have your list of 50-100 points to discuss, just create a paragraph or two about each and your report is ready to add the title page, index and recommended resources links – *Bingo, your report is ready!*

If You're New To The Topic...

On the other hand, many Internet marketers, especially affiliate marketers, want to create resources in niches they haven't been in before, either to test out the response in that niche or to start building a list in that niche as they enter into it.

Similarly, many ghostwriters and PLR authors write on a variety of hot topics, topics they may not have had any exposure to before being asked to write about a niche or finding a great demand for products within that niche.

The formula for creating your outline and writing the report is similar to that described above – the only difference being this time you'll need to rely on outside sources for your items and points.

Start as we said – put your keyword at the top, then do some targeted cruising... Visit Wikipedia.com, EzineArticles.com, GoArticles.com, ArticleBase.com, Yahoo! Answers, Google, Bing, Facebook, StumbleUpon & Twitter. At each, type your keyword into the search function and take a look just at the first page of results.

Make note of topics appearing across many or most of these resources – those topics will become your Items. Just scanning the search results may well give you enough Points to lest under each – if so you're off to the races. If not, fill in the Points for those you can, then dig a little deeper into the remaining Topics to get what you need.

Two important caveats:

- 1) Stay aware of your time spent at each site – it's far too easy to get sidetracked, especially at social sites like Facebook and Twitter. Remember you're there right now for one purpose and one purpose only – research! Leave commenting on what you see or talking to friends for a later time or you won't finish your report in one day.
- 2) DO NOT PLAGIARIZE! While you already know that wholesale copying of another person's writing is plagiarism, you may not realize that having their source material open while you rewrite what they've published is also plagiarism, even though you're putting everything into your own words. Just get your Items & Points – and nothing else – from what you find, and be sure to use a number of sources, not just pull it all from one or two.

If that research gave you enough knowledge to now write the report that's great – if not, make note of the specific Items you need to know more about and spend 30 minutes to an hour reading up on just those Items.

Again, stay focused and don't stray off your particular line of research, no matter how interesting any collateral information you discover may be – you can always pursue your curiosity about that information in your next report!

At the very most the above should take 2-3 hours, and even that only if you are starting with no basic knowledge of the Topic. Over time, with experience, you'll develop a more critical eye that helps you hone in directly on your Items & Points

much more quickly and help you identify the important concepts right off. For now though, this leaves you enough time to now flush out your report from your Items & Points, just as we already discussed.

Profiting From Method One...

There are a few ways to profit from your new reports – the first and most obvious being to put it online for people to download as an incentive or Thank You gift for joining your opt-in list. Give added value to your opt-ins by providing them with a copy of the opt-in page and download page, along with a note authorizing them to give it away to build their own lists too. While you don't get the opt-ins, it's YOUR name on the report they're distributing and YOUR links inside that report, so you both win. Just be sure you give them the report in PDF format so they aren't able to easily edit/change your report and links.

Secondly, you can create a salespage to sell the report & squeeze page to others to use it. Be sure you give them master resell rights to the package, so that they can sell it as well, including the MRR. Once again, this could help your report get into a lot more hands.

Third, you can sell the private label rights to your product, allowing buyers to remove your name & links and replace them with their own. While this method removes the benefits of your branding and links from these copies, it compensates by bringing in immediate cashflow. This is the model used by both ghostwriters and PLR authors – they write to make money now, plain & simple.

One note about selling the PLR rights – if you don't intend to create your own site graphics be sure to tell your designer upfront that this is your intended usage. You'll most likely have to pay a bit more for a mini-site you're going to offer PLR to, since the designer's work will be used by so many more marketers.

Also, be careful not to include any photos or graphics you or your designer obtained from sites that do not offer unrestricted rights. Offering PLR to stock photos you don't have correct rights for can land you and your customers in legal jeopardy. Not a good way to start a business relationship with your buyers! ;-)

A Product A Day: Method Two – Teleseminars...

Teleseminars are a great way to create products, especially since each teleseminar can be used as two separate products – the live call itself and the recording & transcript afterwards.

A second powerful feature to teleseminars is that they are great vehicles for promoting your own launches or affiliate products & launches, as long as they're handled properly.

But perhaps the most powerful aspect of teleseminars is that you can earn while you learn – by interviewing true experts in any given niche, sub-niche or system.

Creating Products from Standard Teleseminars...

So let's look at the first area, creating new products via a normal teleseminar. If you're already an expert in any area, set up a teleseminar where you'll enlighten your listeners about a subject, then answer any questions they may have.

If you already have an opt-in list, busy sites or blogs and/or a strong social media following, you can consider charging for access to the teleseminar. If that's your intention, be extra careful to make sure you've chosen powerful, truly helpful information to provide so as to over-deliver on the call itself. Organize your notes into an orderly flow of ideas so you're not fumbling or jumping all over once the call is live – the idea is to enlighten, not confuse your listeners further.

Don't plan to read from your notes – very few people can sound impromptu when reading aloud. Instead, be sure you know your topic inside out and backwards, and make general, point-form notes to remind you of the order you want to follow to help you stay on track during the call. If you deem it necessary, rehearse the talk a few times before going live, but don't put too much pressure on yourself. It doesn't have to be perfect as long as you provide the information that can help your audience.

Even your 'umm...', 'err...', & 'Ah's' can be edited out for the recording, but try to keep the flow with as few of them as possible on the live event. Knowing your material and glancing at your notes to stay on track can help you prevent those mental gaps during the call.

Make sure you practice with the teleseminar system before you set up your first call – it's important you know the features and how to set up the recording system, etc. Whether you're using a fully-featured, high-end paid system or one of the free teleseminar services, it's important to know how to use the controls and to know exactly what you can and can't do with it.

If you're too nervous to do your first teleseminar in front of a live audience, don't publicize it – just invite 3 or 4 friends to the call, people you're comfortable with who hopefully are either in the biz or know something of the subject involved. You'll want them on the call to ask the questions at the end – if they don't know enough about the subject to ask helpful questions, recommend a few questions to them that you know would likely pop up during an open-mic session with a full audience. Remember that the goal is to provide additional helpful information during the Q&A session, so be sure you have some fresh content for that part of the call.

In the first instance, the live call, you can sell admittance and sell the recording, especially if you provide the transcript with the recording. Possibly the best system is to include the transcript and recording as part of the purchase for those buying a seat on the live call, then sell the recording and transcript to the general public afterwards.

In the second scenario there is no live audience admission, so the transcript & recording become the entire product. As with the first method, you can sell the recording and transcript as a package, and offer upsell to the PLR or MRR if you wish. You can also use the audio as a giveaway with an upsell to the transcript and rights or vice versa.

Creating Products from Interview Teleseminars...

Another way to create a product in one day from a teleseminar is to interview an expert in some aspect of your target niche. This is very powerful as you're drawing on the reputation of the expert, and often they'll be willing to promote the product on a commission basis as well.

This is an especially powerful technique if you're new to a given niche or sub-niche, as you'll be learning as much as your listeners and customers will. By interviewing an expert, you're learning and earning simultaneously, which is never a bad thing!

Why would the expert give you the time to interview them? It helps them spread their fame, introduces them and their products or services to a wider market and involves no cost to them other than the hour or so to be interviewed. This can be a major advertising vehicle not so much for their products as for them as an expert, and that kind of branding is always helpful, especially online.

But it should also be a chance for them to benefit directly from promotion of one of their products or services, and it's up to you to ensure that happens. Try to time the interview to 50 – 55 minutes of solid content, including the Q&A session, followed by 5-10 minutes of promotion for their product or service of choice.

No one minds a pitch at the end of a teleseminar, as long as they got truly helpful, actionable information for the bulk of the call. Don't be rigid in the Q&A session & cut it off if it's going strong, but instead let the call go a bit longer until the questions have been answered AND your guest has had the chance to complete his 5-minute pitch at the end.

Once again you can choose whether to make it a free call or a paid call, but be sure to use the transcript & recording as your product, using one of the two recommended resources pages at the back of the transcript to promote the expert's product or service that was mentioned on the call.

Creating Products from Affiliate Marketing Teleseminars...

One of the surest ways to make a profitable product from teleseminars is to use the call to promote an affiliate offer, especially during a product launch or the pre-launch phase.

Here's the formula for these calls... Contact a well-known marketer who is getting ready to launch a major release and ask to interview them on the same subject. Remember that you don't want to produce an hour-long sales pitch, but neither do you want to give away everything in the new product or there's no reason for

your audience to buy it. As such, look to cover related, helpful information that will actually make it easier for them to profit from the new product or service.

The idea here is you do the interview the same as you would any other expert, being sure to re-enforce their image as an expert, and go on to prove how knowledgeable they are on the topic through the interview process. Again using the 55:5 ratio, you advertise the new product or service during the last 5 minutes of the call, but this time sending them to YOUR affiliate redirect for the site.

Doing it this way you've...

- a) Introduced them as an expert;
- b) Proven them to be an expert in their field;
- c) Let them demonstrate that expertise and help your audience; then
- d) Given the audience a way, through your affiliate link, to get even more help from the expert through their new product or service.

For this type of product, created from an affiliate marketing teleseminar, it's best to allow free access to the call and use every tool at your disposal to promote it in advance, including asking the expert if they wouldn't mind sending the invite out to their list as well. Since we all want to regularly demonstrate our expertise to our e-zine subscribers, usually you'll get them to send at least a P.S. about it, if not an issue or two as solo ads for it.

The more people you can get on the live call the more affiliate commissions you stand to make, but also the greater the buzz and, hopefully, a better Q&A session that brings out even more helpful information both for the live listeners and for those getting the recording down the road.

To create your product you simply package the audio and recording as you did with the other teleseminars, except this time you want to either give it away from a squeeze page or sell it with master resell rights. In either case you want to encourage others to spread the recording around, so be sure to include the giveaway rights and squeeze page if you're giving it away for free, or the salespage & download page along with master resell rights if you're selling the

report. Keep the price lower on this one, since there's so much more potential for you to make money and build your list on the back end offer.

Note: If you absolutely MUST create this product in one day without any pre-hype, etc, you can always just do the call one-on-one and release it just as the recording and transcript. If this is the case, you can do so using your teleseminar line or even a recordable chat setup such as using Skype with the full version of Pamela Recording For Skype. Either way you invest the hour in the interview & pitch and have the recording instantly available, then just need to create the transcript or outsource that part and go straight to the squeeze page/salespage creation process.

Profiting from Method Two...

Due to the differing nature of the 3 types of teleseminar we discussed, we've already looked at the monetization of each, but to sum it up...

If you have the time and resources, pre-sell the call and recording, or at least the recording and transcript. Offer a discount to those who pre-order, then sell it at full rate to those who don't.

If the information to be provided is cutting-edge, powerful and immediately actionable, you can sell access to the live call – otherwise leave access free to try and attract the largest possible audience. If access to the call is to be free, consider having a squeeze page for people to opt-in to the call & your e-zine.

Once you have the recording and transcript, either sell the package with Master Resell Rights or make it available through a squeeze page for downloading. Either way, be sure to indicate you're passing on those rights and that your customers/opt-ins can pass along those rights.

Consider selling PLR to the recording & transcript, except in the case of a free affiliate marketing teleseminar you're giving away via a squeeze page – your monetization on that setup is from affiliate sales through your links, so you don't want to give others the right to change that link to their own, thereby cutting off any residual revenue you might have made.

When deciding whether to make the calls free or paid, remember that your opt-in list will be your biggest earner over the course of your online business activities, so really your choice is to make some money now and some down the road or nothing now but have the potential to make that much more down the road. Each marketer has to make their own decision on that one, based on their financial situation at the time.

A Product A Day: Method Three – Offline Business Interviews...

This is one of the least exploited opportunities for creating your own business in a day yet can be one of the most useful and profitable for the time it takes. It can also be done as a video product or an audio product as well as a report or e-book. Jump in now before it's too commonplace – as the online & offline business models merge this will become a much hotter area of endeavor!

Offline Business Interviews for Internet Marketing...

Most niches outside of the mainstream Internet marketing have a lot more experts offline than online. Decide who the local experts are in your niche and plan an interview that will both help promote them and their offline business plus result in a valuable product for you to sell.

Think of the biggest niches online – investing, fitness, parenting, cameras & photography, music, sports, pets, etc. – each is very competitive online and offline. That means you need great unique products to offer online, and offline businesses need all the additional free publicity they can get, right?

And that's the angle you approach offline experts with when asking them to give you an hour to interview them. Make sure you mention that it will be in your best interest to promote this product heavily, and that it will mean that much free publicity for them as an expert and for their offline business and any online presence they have.

Keep in mind that THEY are the expert, not you – ask THEM what questions they most commonly get from clients and prospective customers. These will be the main questions everyone in that niche are looking to answer, and should form the greatest part of your interview.

Once again, be sure to establish their credentials & expertise in your introduction of them in the interview, and make repeated references to their company name throughout the piece. Be sure to mention the business name and address during the intro and wrap-up, and give the URL if the business has an online presence – web site, blog, Facebook page, etc.

If they have more than one, let your interviewee choose which to promote – and don't forget to work in their personal Twitter account too – not every expert will stay with the same business permanently. Because this is a product itself and not promoting a particular offer, you can spend a bit of that 5-minute-pitch time giving your expert and their offline business a little more exposure – don't hesitate to flatter them about their business, their expertise and their accomplishments to date.

Topics should flow from the questions they recommend, but you can also target specific areas – interview a child expert about children's nutrition, a golf pro about improving one's swing or adding to their drives, a Humane Society vet about concerns when adopting an older dog, or a camera expert on photo composition or the latest digital technology.

That last example raises one caveat, however... An interview about photo composition is an 'evergreen' product – the subject matter very rarely changes, if at all, so you can promote that product for many years to come. Conversely, information about digital technology is very much in demand but some, if not much of the information will be outdated in 6 months – and probably all of it within a year.

Try to plan your interviews so that you build a comfortable mix of hot and evergreen topics – the former to help you draw more customers now, the latter to have products to sell on the backend long-term, as well as get residual sales from long after you've stopped actively promoting it.

One advantage to hot topic interviews is the remarkable speed with which you can get the product out there. If in an interview your expert discloses information just made available, you can have your product about it out there in a day or two; magazines take 2-4 months because of their production schedules and books can be up to a year behind in technology and any other fast-changing fields.

Offline Business Interviews to Promote Offline Businesses...

These days a lot of online marketers are targeting offline businesses in order to promote them online. Again usually overlooked, an interview with the business

owner and/or resident expert can go a long way towards increasing the company's exposure online. Yes, you can do simple interviews about the company, their products, etc, but those are better content for their website, blog and/or use at video sharing sites like YouTube and Viddler.

Instead, think of it as a product, like one you would use as an Internet, niche, or affiliate marketer. If it's a real estate firm, do interviews on what to look for in a new home, what to watch out for when buying older homes, how to choose a home inspector, how to best prep your home for selling it, and/or how best to approach the mortgage market.

For a child-care facility, topics could be how to choose the best pre-school, what Moms can do to help their kids excel in school at early ages or the differing attitudes of public daycare, private resources, Montessori schools etc.

If the company is strictly a wholesaler or retailer, make the interview about how to recognize the best quality in the types of goods they carry, or something more specific to the types of products they offer – which paints are best for which rooms, which grass seeds grow best under which soil/lighting conditions, what the difference is between synthetics used in clothing and why it matters, etc.

In every category of business there are generic questions that consumers and businesses want answered, and you can tailor your interviews to match those questions. The simple trick is to not focus on why XYZ is the best company to buy from, but why people need the type and quality of products XYZ sells.

If people in that geographic area get helpful information and tips from someone at XYZ, it's only logical that most would turn to them as their supplier, too. For those outside the geographical area, pointing to those products online at XYZ's website can lead to a jump in site activity, hopefully with a matching jump in sales. Generally speaking, the more helpful the information in the interview, the greater a response it should elicit.

Profiting from Method Three...

Offline business interviews fall mostly into the two categories above and are very similar in nature, but that's where the similarity ends – promoting them is vastly

different. The products created for Internet marketing should either be sold or used to build your niche-specific opt-in lists – If you do 5 interviews, pick two to use as list bait and sell the other 3, both as back-end offers for the list-builders and on their own salespages.

Treat those interviews like any other product, offering Master Resell rights if you like, or even PLR if you think the product and topic lend itself to that. Again you could have done the interview as videos or audios and included the transcript either way.

One advanced idea is to do video interviews only, then render both the video version and an audio-only MP3 version. This lets you sell the transcript and audios with PLR, for example, while still keeping YOUR version unique by have the video interviews in the package instead of just the audios. Or make the product the videos and transcript, while using parts of the audios as clips to promote the package, on your blog as podcasts or at MP3 sites like iTunes.

In any event, remember to monetize the transcript with links to related products and offers as well as the page promoting your expert and their offline business and products. Forget to give them enough publicity in the product and you'll find them much less likely to do follow-up interviews on further related topics.

On the other hand, products designed to use promoting offline businesses must be handled differently. In this instance you're not looking to profit directly from sales of the product, though you could negotiate a profit-sharing deal with the offline business if this is your only interaction with them.

Much more profitable is to sign a contract with the business to promote them online, and use interviews as one of your most potent weapons... Put the products on their sites on squeeze pages, and use the space usually reserved for OTO's and recommended resources to promote specific products offered by the company, putting those ads on the confirmation page and download page.

By building a targeted list of prospects interested in that niche through these reports, you're also creating a database of warm prospects for permission-based e-mail marketing, pure gold to any offline business. If the business has a large

national presence or is international in scope, direct sales messages sent to this list can drive traffic to their locations, and that increase in footfalls will be noticeable over time.

If the offline business is local or only regional, use the list to market their products through online sales. If they're service based instead, like a house painter or chiropractor, help them develop additional products they can sell online. For instance, do 5-10 interviews with them, developing 2 or 3 into list-builders and the other 3 – 7 into products to be sold online.

The main point is you can use these products to promote offline businesses that are paying you to do just that, and they can put you ahead of companies just offering SEO, design and/or social media marketing services.

Hopefully you can also already see how these products can be used to help you land that company as a client for your services promoting offline businesses. There's very little chance any of your competitors know to offer these services, and with any luck they won't know why they lost out to you until they see your interview products popping up everywhere online. (Unless, of course, they've read this report too, in which case you'll have to hustle... ;-)

Either way, these can help you land or keep offline businesses as clients, provide them with tangible, measureable results and be very lucrative for you - and even more so once you have a couple of these success stories in your portfolio as you approach bigger and bigger clients.

A Product A Day: Method Four – Software & Website How-To Videos...

For every software product you're proficient in there are people just now wanting to learn how to use it or get better at it. When you first started online, did you know how to create a PDF report? How to hyperlink text within it? How to create an e-cover for it? Or maybe you're a Photoshop wizard, a music mixing and editing pro or really well versed in video editing platforms...

Or, if not software, maybe you're completely familiar with how to benefit from marketing on Facebook, Twitter or YouTube, how to use ClickBank as a merchant or as an affiliate, or know your way around a major affiliate program...

Think back to when you were starting out – how valuable would videos giving step-by-step how-to instructions for any of the above have been to you? Even today, chances are there's more you could learn about creating web graphics, installing blogs and which plug-ins to use with them for best results, how to edit videos or audios, right?

Online technology and software programs change often enough that we ALL could use help in getting up to speed that much faster after every relevant change or evolution.

The simplest solution for creating your how-to videos is to use Camtasia – its software created for exactly this purpose. You can fire it up, then go ahead and use the program as usual, discussing what you're doing with each step. Cover one main topic in each video, and continue until you've covered as many of the main features and functions as you can – or at least as many as you feel comfortable releasing as the product.

If you don't have Camtasia or a similar screen-recording software program, consider taking screenshots as you do each step, then put those into your video editing software and create the audio portion to match what you're showing onscreen in each step. Even Windows Movie Maker or Windows Live Movie Maker can be used for that process.

A third method, still effective but slightly less so, is to use text screens pointing out the main steps as you walk people through the steps in audio format. Use the

static text screens to highlight the most important parts, or to add screenshots when necessary and use type re-enforcement for the remainder of the screens. Again you can either use a screen recording program to capture your slides and audio, or use the screens like graphics and build your movie that way.

The fastest way, though, is to use Camtasia or a similar program and capture every step live as you do it – not only does that add value by making everything ‘follow-along’ simple, but it can cut way down on your compositing time and your rendering of the final videos.

The same methods apply to demonstrating how to use websites, but be careful not to expose your personal information in the videos (account names, passwords, phone numbers, etc.) and not to break any terms and conditions set by the website owners.

For example, Google specifically prohibits you from showing what your AdSense earnings are, so be sure to cover or blur that section if you’re showing their site. If you’re showing your sales figures or affiliate stats or standings from any given site, be sure to block out the names and contact information for any of your customers or opt-ins.

That final point isn’t, by the way, just good online etiquette – you could find yourself in violation of privacy laws and/or open to damage suits if you’re not careful with other people’s information! Never forget that privacy is one of the biggest concerns online, and one of the most closely watched and regulated.

Profiting From Method Four...

One difference with How-To videos is that you don’t usually need a transcript to go with them – the whole idea is that people can watch your video through to get the concepts, then play them back, stopping the video after each step and repeating that step themselves before returning to the video and watching the next instruction.

As such, your only big decision before putting them online is what format(s) to render the finished products in. If you intend to sell them for personal use or with master resell rights, you’ll want them to be in Flash Movie format, or .flv files. If

you're using Camtasia to render your files you can choose to have it also create the HTML pages to display the videos on, which saves you some work. If not, you'll have to create those pages yourself – simply search for 'how to embed .flv videos' at any of the major search engines if you're not conversant with the coding for such pages.

Either way, once you have the HTML pages open them up in your editor or Notepad and add your title, keywords and description in the <head> </head> section, and if desired add your name and a link back to your site, blog, salespage or affiliate promotion under the video. Don't overdo it by trying to stuff in a dozen different links, stick to one or two, especially if you're hoping to attract resellers to it.

Once that's done you can bundle them up and get them online to sell or build your list with as you see fit – again, that's for personal use or with resell rights of any level, but not for PLR offerings...

If you want to offer private label rights to the videos, either as part of the package or as an upsell, you'll need to also render the videos in Audio-Video Interleave format producing .AVI files. This is because .flv videos require extra conversions and greater video editing expertise to convert, while .avi files can easily be edited and converted by most online video creators and editors.

That's exactly why you don't make the main product available as .avi files, by the way – every savvy online marketer could easily edit the videos and use them as if they DID have the PLR rights. While we know the majority of online marketers are decent and honest people, there are always some in every area of endeavor who will take advantage of trusting individuals – and while there are still ways they could process the .flv videos, in most cases it's too time-consuming to be worthwhile, especially if the PLR rights are available for a small upgrade to the marketer's investment.

A Product A Day: Method Five – Graphics Collections & Mini-Sites

This is actually two different products, but because they're closely related let's treat them as one for the purposes of this report...

Creating Products From Graphics Collections...

Certain graphics are used, in one form or another, on a wide variety of sites. These include payment/order/add to cart buttons, guarantee seals, underlines, checkmarks, bullet points, graphic text treatments for 'Special!', 'Limited Quantities', 'One-Time-Offer', etc.

As well as a variety of graphics, usually such collections include all of the graphics in various colors as well, usually blue, green, red and black, with gold and purple also included in some packages. While a graphics pro could easily change the colors to match their design, they aren't your market for these packages – instead these are aimed at people who either don't have the graphics experience or are just looking for a quick and easy way to spice up their web pages, especially squeeze pages and salespages.

Take an hour to cruise around to a variety of web sites, noting the graphics used on each. Don't waste time reading the page – you're only surveying the graphics used. Then make a list of what you found, with the most common elements at the top and the seldom-used ones at the bottom.

Pick 20 or 30 of the elements to create, using both that information and any additional ideas that spring to mind as you look at what's out there. Try to come up with 5-10 items you think belong that you haven't seen on other pages – after all, the main value here is in providing something unique that they can't find elsewhere.

Now that you have your list of 25 – 40 graphics, fire up your graphics program and create one version of each, using the same color scheme throughout. Save them in a layered format such as a Photoshop .PSD or a PhotoPaint .CPT, then again as a .jpg, .gif or .png as you prefer.

Once done, open the layered files again and change the color scheme, again doing all to match. Save them in the .jpg, .gif or .png format to match the first set, then repeat those steps for each additional color you intend to offer in the bundle.

If you are a graphics pro you'll be able to knock these out in an afternoon or evening; if you're not that practiced at designing graphics this probably won't be a 1 day product for you, so either allot the extra time or skip this one and go with the mini-site design instead. Also, decide upfront whether you intend to sell the bundle or use it to build your list – if it's to be a free giveaway product to attract opt-ins, you can probably get away with half as many designs and/or fewer color schemes.

Creating Products From Mini-Site Designs...

A mini-site usually consists of a sales page, an upsell page and a download page and may include a One-Time-Offer page, or a squeeze page, confirmation page and download page, again with or without a One-Time-Offer page.

The bulk of the design work is the same for each page in the bundle – the background image, the header, the product image, the footer, etc. Each page also has one or more unique graphic, such as an order button, a graphic headline, checkmarks or other bullets, etc.

Creating a mini-site design is no different than creating your own sales website or squeeze page system, except that you don't have to author any text for the product itself, a good thing since you don't know what products will be used anyway. ;-)

If you're simply creating these on spec to sell as is, it's best to create 3, 4 or 5 to bundle together; otherwise try and find clients to order them from you for specific products – you'll make more doing them on order, but remember you'll need to create the product graphics as well if that's the case.

This may seem like too simple a product, but that's because you already know how to create the designs and use the more advanced graphics programs. Remember that this is a learned skill, one that most marketers, especially newbies, do not possess.

Having designs sitting waiting for them on their machines makes it much easier for them to use – they simply write the copy they want on their site, hook up the necessary links and they're ready to launch! Plus, if your designs are high-end, even those with the skillset required may purchase them, if only to save them that much time when creating their next product or converting a PLR product.

Further, don't limit yourself just to sales sites and squeeze systems... Self-hosted WordPress blogs, including sales sites and squeeze systems set up on the WP platform are becoming very common now, so learn to create those as well, offering them as either a stand-alone product or as a matching design to go with a mini-site you've created.

Profiting From Method Five...

Both types of bundle can be sold as is for personal use or with resell rights, as you prefer. If you're going to be offering PLR rights to the graphics, be sure to save one of the sets to .PSD format, preserving the layers to allow for easy modification by the purchaser.

And, of course, either style can be used as a giveaway incentive to attract opt-ins to your list. If that's the route you choose, consider giving them distribution/giveaway rights as well as a copy of the squeeze system, or even master resell rights and a sales site to sell it from.

When giving either format away for opt-ins, consider having the PLR rights available as an upsell for \$7 - \$9.97 on the back end – while most will just take the free offering, no reason not to make some money right away from your list-building efforts in addition to what you make down the road via sending your e-zine to your new opt-ins.

Additionally, consider offering custom mini-site design services on an ongoing basis. The idea here is to take orders for sites for specific products, hopefully over time building up a stable of clients who release new products semi-regularly. Each can be created in a day, and with practice you'll probably get to the point where you could create 2 or more in a day.

As mentioned earlier though, be sure to find out in advance if PLR rights will be offered to the product; if so, you'll need to provide editable graphics as well, again in .PSD layered files. Plus, this prohibits you from using most stock photography in the graphics, as unlimited reproduction rights to stock photography tends to be very, very expensive.

To be safe, only use items you've created from scratch or shot yourself as design elements in any product that may be sold as part of a PLR offer. Oh yes – and be sure to charge more for designs that will be offered with PLR, both because more people will be using your designs without having to pay you for them and because you're not just selling the PLR, you're actually selling the PLR resell rights!

Bonus Section:

Additional Ideas For Products You Can Create In One Day...

Now that we've delved into the five product suggestions in detail, you can see it really IS very possible to create a product in one day, or should we say 'a Product A Day' should you wish to at any time.

At this point, here's just a quick peek at a few more products you could create in one day...

- 1) Webinars – Creating slides in a program like PowerPoint and then using them with your audio presentation, whether online as a live webinar or just recording it locally on your own computer. See the section on teleseminars for various options and marketing strategies.

- 2) Audio Products – Not much for writing, but really know your stuff? Consider recording an audio presentation on your topic and using that as the product. Not only do many people prefer to listen to information rather than having to read it, but buyers can download your MP3 files and play them back on their computer, laptop, tablet, smart phone or MP3 player. With the recent phenomenal sales for iPhones, iPads & iPods, this is a rapidly growing potential market!

- 3) Writing PLR Articles – A growing number of writers are building an online business by writing and selling packages of articles with private label rights. There is no end to the number of niches and sub-niches online, almost all of which have marketers targeting them – often marketers who will buy and use PLR articles. Writing a package of 10 articles in a day is no big feat, and each package is another product to sell online

- 4) Reports From Articles – Have you written a number of articles on any one topic or within the same niche? It's easy to repurpose them into list-building reports to use and/or sell... In a word processor like MS Word or Open Office Writer, copy and paste your articles in, starting each on a new page. Title the product '7 Ways To... ', '12 Things You Should Know About...' or a similar title.
- 5) Resource Collections – Spend some time researching helpful resources and compile a list of the best... Think along the lines of '50 Best Places To Download Free Icons', '25 Best Christmas Blog Themes', '101 Twitter Resources', '50 Fashion Designers You Should Follow On Facebook' etc
- 6) Writing PLR E-Courses – One of the hardest things for new online marketers is coming up with topics and content for their e-zine. You can fill that need by writing generic e-courses they can use by adding their name and site information and can add links pointing to their websites and affiliate offers. Write them similarly to writing a series of PLR articles, just being careful to avoid any 'spam triggers' that would land the issues in the junk folder instead of the Inbox
- 7) Travel Guide Reports – Have a digital camera? Head out to local tourist attractions in your area and snap some photos in the morning, grabbing copies of the brochures at each spot. In the afternoon, use those photos to illustrate tourist guides you write using the info from the brochures and/or the attraction's web site. Think in terms of '10 Must-See Attractions in Toronto', '20 Reasons You'll Love the Smithsonian', 'The Perfect Day Around Sydney Harbour', '15 Things To Do In Paris After Visiting The Eiffel Tower' 'Sexy South Beach Shopping Spots', 'There's More To Rio Than Just Carnivale' or '15 New Orleans Hotels Along The Mardi Gras Parade Routes'.