

Product Creation Machine

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Introduction

One of the biggest revolutions online at the moment is video. With the wide availability of high speed broad band connections it has become easy for consumers to access video online and they are starting to demand it.

After years of television and cinema, people are conditioned to respond to video and enjoy it as a medium to learn from. It allows people to see what you are talking about it and hear it, which really assists with the learning process.

Video is a superb training medium and one that your business could benefit from as you increase your profits.

This video series is designed to be a step by step guide showing you how to create your own video program much like this and profit from it. It will leave no stone unturned as you learn everything you need to know about creating video products. With this program you are literally going to turn in to a product creation machine, which can only do great things for your profits!

Because video can command a higher premium there are cases of people creating a video program not because it adds any value to the product but just because they can. When you are creating a video product, ensure you are not just creating a video for the sale of a video. Ensure the video adds some real value to the entire product and you will find that it will be a better quality product that gives you better results.

We are going to cover a lot of information in this program, including:

- A look at the tools you will need in order to create your own video products
- Outlining your product to make it easier for you to create it
- Creating your product quickly and easily

- Adding value to your product with a report
- Creating a sales letter – what you need to create and why
- Why graphics add value and are vital to your success
- Putting your package together to maximize your success and profit
- Comparing marketing the product yourself against selling rights – which is best for you and when you would do each one

As you start to create video so you will see the value in it and realise that it can be a great addition to your business no matter what niche you are in.

Video is a highly popular and profitable medium which you can be harnessing to profit from. Enjoy this course as it teaches you how to take video and become a product creation machine.

Equipment

When it comes to creating your videos you do need the right equipment. If you are going to create live action videos then you will need a video camera of some sort.

A cheap or mobile phone video camera will not do the job. Whilst the quality of video on the internet isn't always up to high definition standards, it still needs to be good quality. Plus, if you make good quality videos then you can use them in the future on DVD or other mediums.

If you don't already own a video camera, you can buy a good quality one for under five hundred dollars. If you have the budget and the desire for technology then you can buy a more expensive one, but it isn't necessary.

You will also need microphones to record. If you are recording live action then you will want a wireless microphone for ease of use. In this program we are going to concentrate on recording video programs on your computer rather than in a live format.

For recording video on your computer you will need a good quality microphone. You don't want to have poor quality audio on your video – it will really put people off and reduce the perceived value of your video program.

The best type of microphone is a podcasting kit which consists of a microphone on an anti-knock stand. Ideally you want to get a pop filter with it as this will stop excess noises from your breathing and voice interfering with your recordings. You want this to be a USB microphone because it will have less interference than a normal microphone.

Whilst you can get away with a headset microphone, the quality of recording on this is usually a lot lower due to interference from the computer itself. You also get a lot of interference from your voice with this type of breathing so if you are

using this type of microphone you will need to adjust the positioning to minimize noise.

Buy the best equipment you can afford on your budget. You can always upgrade later on if necessary once you have made money with your videos.

As well as the right type of equipment you need to have the right environment too. If you are trying to record videos in an environment that is noisy you are going to struggle to get decent quality video. You have to eliminate as much background noise as possible so that your listener can concentrate on your voice and not the noises. Turn off your phones, put the dog outside and ensure the environment is relatively quiet.

If there are noises then pause the recording for a few moments until the noise has stopped and then start again from a previous sentence. Then when you have finished your video, edit out these bits. Make sure you remember to edit them out as it can be embarrassing if people hear some of the interruptions.

For recording video on your computer you will need some software such as Camtasia or Camstudio. The latter is a free piece of software whereas the former is a couple of hundred dollars to buy.

This software will let you record your screen and powerpoint (just like the videos in this program) which is great for you to show people how to do things.

Having the right equipment is just one component, but a very important one in recording high quality videos.

Outlining Your Product

It's important to create an outline of your product before you create it. This ensures that the program runs in a logical order and that it makes sense.

Outlining a product is pretty easy. You open up a word processor or grab a piece of paper and outline the main points you want to cover which become the chapter headings.

These are then fleshed it with sub-points that you want to cover which either become the content or sub-headings.

Both the main points and sub points can be easily translated in to powerpoints if you want to do a presentation like that.

This is a pretty easy way to create a product because you will find you can very rapidly make your product. With all the points written out you don't have to think too much about the content as you have most of it there already.

When it comes to converting your outline in to videos it is relatively easy to do. Each of the main points becomes a separate video (in most cases) and the sub points become components of each video.

Make sure that the videos flow in a logical order and that they compliment any written report you are creating to go with them. It works very well if the written report contains information that isn't in the video and vice versa. Some things lend themselves better to writing and some to video. Work these out and you can create a very high quality product much easier than you thought.

Creating Your Videos

When it comes to recording your videos there are a few tips that can help you to ensure that your videos are the best quality possible.

Firstly you need to make sure you are well rested. If you are tired you are going to be constantly stifling yawns during the recording and struggling to pay attention, which will come across in your voice. If you are alert and well rested then the videos will flow easier when you record them.

Ensure the room you are recording in is quiet. Remove any animals (cats and dogs are well known for making noises at unwanted times) and make sure there aren't workmen digging up the road outside your window. Also ensure that your computer is quiet. If you have a particularly noisy fan then it will be heard on your recordings which can be distracting.

Turn off phones and settle yourself down to record.

The chances are there will be noises that interrupt your recordings. Don't get annoyed or delete your recording. Just pause for 10-15 seconds and then start speaking again from a convenient point. You can then edit out the noise. This is easier than constantly stopping and starting because you lose your train of thought if you do.

Position your microphone in such a way that the recording doesn't sound like it was done by Darth Vader. Avoid the ums and ars as you are speaking and the long drawn out pauses. These sound unprofessional and will drive your listeners mad.

By practising your videos before you record them (unless you are naturally a good speaker) you will ensure that your videos are of the highest quality and sound fantastic. By producing high quality videos so you will find it easier to sell them and easier to give them a higher price point.

The next question is to determine what format you are going to present the videos in. The answer to this question will depend upon the rights (if any) you are planning to offer with your video package.

You definitely want to offer your videos in MP4 format, i.e. flash format. This is a portable format that works on pretty much any browser. This will allow people to view them online and some with the know how to download them.

Most people don't like to watch videos online – they prefer to have a copy on their computer in case something happens to the original website. Whilst people can download the MP4 it can cause some issues in certain browsers. Delivering the downloadable file as a zip archive makes it much easier for people to download the videos.

The only time you need to deliver the AVI files, which are high quality source videos, are if you are selling private label rights. If you are selling master resell or resell rights then you are not selling the right to edit the videos so you just deliver the MP4 files.

Always check the quality of your videos before you deliver them to make sure they sound and look good. Check your microphone is switched on and the right one is selected in your recording software. You will be surprised how many times people record a video with their microphone muted!

Your first few videos may not be perfect but if you keep practising and trying you will end up making great quality videos. Remember that videos are high value products and by creating great quality videos you are justifying the high ticket price.

Writing A Report

Whilst some people just deliver videos as a product, others like to add in a report. A report can add some good value and is helpful for those people who don't want to wade through hours of videos and just want to speed read the course. Combine a report with videos and you offer some great value.

What some people do is sell the report for a low price and use the video course as an upsell for a higher price – they find they get a higher conversion rate this way as people are coming through the door at a lower price, in a buying mood and then buy some more.

Creating a report is relatively easy if you have outlined your videos. All you need to do is use the powerpoints and the video titles as a base and flesh it out to produce a good quality report.

When you are providing a report with videos you don't have to make it as indepth as you would if it was a standalone product. You do need to ensure that it adds value and isn't just written for the sake of writing a report.

A report is good to include because you can include information that is hard to communicate in a video, e.g. lists of sites and so on. Your report can refer to your videos and your videos to your report to ensure it is all integrated.

You can use pictures in your report but you don't need to go crazy with screenshots to show people how to do something because they have the videos to do that. Repeating all the content in the videos in the report is frustrating because then there is no point in your buyer reading the report.

Also, try to avoid using just a transcript of the videos for your report as this often doesn't work. A report saying, "Well, if you click here you will see it does this and then you have to enter some text in this box and click over here" really doesn't add any value whatsoever.

The report can add a lot of value to your product because it is a great place to sell the opportunity to market your product as an affiliate, sign up for your list and promote affiliate products.

Many marketers when creating a report miss out on these opportunities, not realising that a report can be a very active form of monetization if used properly.

Finally, ensure your report is well written and is spell checked and checked for grammar. Making sure the report is high value will ensure the best possible reputation for your business and help you to build a great relationship with your buyers.

Creating A Sales Letter

Whether you are planning on selling the product yourself or selling rights, a sales letter can add a lot of value. It is vital if you are planning on selling the product yourself and it will help encourage other people to sell it if you are selling any form of rights.

You can either write the sales letter yourself or outsource this part. Be prepared though to pay a premium for high quality copy. It doesn't come cheap. You can get sales letters written for \$100 - \$200 but they are not usually high quality or convert very well.

Unless you have a large budget you will probably want to write a sales letter yourself, in which case you need to learn how. This program isn't going to go in to detail about how you create a sales letter, that is an entire course in itself.

If you want to make money selling your product then your sales letter needs to be good quality. The better quality your sales letter is, the more money you will make from it.

In order to maximize your income, you need to test the various components of your sales letter. This means testing different headings, different openings and more in order to achieve the maximum conversion rate. There is software you can buy which will help you with this or you can track it by hand.

Practise will help you to get better at writing sales letters, as will analyzing professionally written sales letters for big launches and other successful products.

With some practise you will be able to write high quality sales letters that convert, which will make a huge difference to your online business.

Putting It All Together

Once you have all the components of your sales process completed you need to put them together in a coherent order that makes you money.

This means that you need to integrate the sales page with the payment processor which needs integrating with the download page. All of this needs to work seamlessly in order to maximize your revenue.

You have to test the entire process to ensure it is all working. Test someone buying the product and ignoring the upsells or one time offers. Test all the different possible combinations including sign up for your autoresponder, delivery of download links and so on. Testing all of this upfront will minimize support issues later on and free up your time. It will also give a better customer experience which can only be a good thing for you.

It is also worth ensuring that your website is optimized for your keywords so it can achieve the best possible ranking in the search engines. This, together with adding some extra content such as articles for SEO purposes, will help to ensure you get the maximum ranking. Combine it with a good strategy of website promotion and you can get a good amount of organic search engine traffic through which you can earn from.

You do need to remember that video files can be quite substantial, particularly if you are selling rights. A PLR package with 12 videos in it can be up to 1GB in size to download, and people will demand to download them.

This can put a huge strain on your hosting resources such as bandwidth and disk space which is expensive to pay for. You don't want to run out of either of these as your account will be suspending and you will lose buyers and damage your reputation.

You can avoid this either by buying huge amounts of disk space and bandwidth or by using Amazon S3 to host your files.

This is an incredibly cheap way to host and deliver your files and is also very reliable. The only issue you may have is integrating your website with Amazon S3 though there are ways around this.

If you are planning on delivering a number of video files then this may well be the best option for you. It is very cheap and reliable and will allow you to use your valuable hosting disk space for other takes. However, one thing to remember with Amazon S3 is to ensure you secure the “buckets” where you store your files properly.

When everything is ready and tested then you can start promoting your product, line up joint ventures and affiliates and start to profit from it.

Marketing It Yourself vs Selling Rights

We've spoken a few times in this program about selling rights so let's spend a bit of time going into a bit more depth about the options available to you with your new video product.

Basically you have two choices with any product

- 1) Market it yourself
- 2) Sell rights to other people to market it

Which you choose depends upon your business strategy and your financial needs. Some people sell rights because it is an easier and quick way to get some extra money. Others choose to market the product themselves because they are looking to establish long term earnings.

If you market the product yourself then you get to keep 100% of all the profits and the product remains exclusively yours. You can arrange for joint ventures and recruit affiliates to help you sell the product and earn from it.

Selling rights can raise quick cash and if you sell Master Resale Rights you can gain a viral effect from selling the rights to your product.

One thing some marketers do is launch the product themselves and then later on as it starts to run its course sell rights or they sell the rights as an upsell. Both of which are effective strategies if used correctly.

There is no hard and fast rule on what to do with your product – it depends entirely upon what you want to achieve with your product.

Some people will sell Private Label Rights (PLR) to their products. Whilst this is a quick way to raise cash it basically means you have given away control of your product and you will be unable to sell it yourself any more. You will find your product all over the Internet as marketers across the world try to sell it. If you

incorporate something viral in the PLR product then you will get some response from it but not a massive response as people can edit the package.

PLR will sell for the most money so it is a great way to raise some rapid cash for your needs, but you have to balance this against the loss of control of your product.

Another set of rights that some people sell are Master Resale Rights (MRR). With this rights you are selling the rights to sell the product (and the rights to sell the rights to sell it) but not to sell it.

The advantage of this is that you can create viral products because people will sell the product for you (keeping the profits for themselves) but the product will be promoting your products and your affiliate links.

The most basic rights are Resale Rights (RR) which allows for selling just the product and no additional rights. This isn't used very often because there is not so much value for the buyer in that they can only sell the product itself and no rights to it. Often you will find this in high ticket items where people have bought the rights to sell the product.

Whichever set of rights you choose to sell, if any, you need to make sure that you have thought it out and is doing what it best for you. There are no set rules because it depends entirely upon your business strategy as to which you do.

Conclusion & Next Steps

Video is very hot property on the Internet at the moment and you can make some big bucks with your own product. Consumers love to buy video products and it makes an excellent training medium.

When you know how to produce a video program it is actually very easy to do. A lot of people don't like to tackle video because they feel it is difficult or complex in some way. If you don't feel confident in doing it yourself then you can always outsource the video creation.

In general, video commands a premium over an ebook because it is perceived to be a higher value medium.

You can create an entire product as a video, create a report accompanied by videos or use video as an upsell. It depends upon what your business strategy is and what you are trying to achieve with the videos. Whichever your choice, make sure the videos add value and you aren't just creating videos for the sake of it – that will put potential buyers (and customers) off.

As you have seen from this program, it isn't massively complex to create a set of videos and if you follow our plan then it will work relatively easy for you.

Firstly you need to decide what subject you are going to create your videos on. Then you need to create your outlines. Once that is done you can create the videos as professionally as you can or outsource them.

You can add further value by creating a report to go with the videos. Remember that this needs to add value and needs to compliment and build on the videos, ideally.

Then you put together your sales letter – either do it yourself or again outsource it depending on your skills and budget.

Next step is to gather together any bonuses and or an upsell / one time offer for your buyers. These are important to help you make the sale and to maximize your revenue from each sale. These are typically something that compliments the product you have created. In some cases you may be selling the report as the main product and the videos as an upsell or even a bonus, depending upon your strategy.

Once this is completed you need to determine what rights you are going to sell and upload the appropriate videos. Remember that Amazon S3 is a very good place to store your files. It is secure, cheap and very reliable.

Then you have to test your sales process and ensure that everything is working ok. This means test EVERYTHING to ensure it is fine. Ensure the downloads work and the videos play.

The final step is to promote your product and enjoy the benefits of owning your own profitable product.

And of course, once you have created one product, you can rinse and repeat and create many different products to profit from. You can also create products of different price points and market them in order to increase your income.

The potential with information products, and particular video is massive and with the information you now have you are in a position to start creating your own video programs and selling them on the Internet.