



NicheADay.com Info-Product Creation System

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Master Reprint/Resell Rights:

- [YES] Resell
- [YES] Bundle
- [YES] Give Away
- [YES] Membership Site
- [YES] eBay/auction sites
- [YES] Sell/Give away hard copies
- [NO] Alter content, or format, including links

Table of Contents

Legal Notice	2
Summary	4
Introduction	5
From Zero to Quality Product Now!	6
✓ Step 1	6
✓ Step 2	6
✓ Step 3	7
✓ Step 4	8
✓ Step 5	9
✓ Ace Kicker in the Hole	10
Know Your Rights!	12
Bonus #1: 6 Irresistible Copy Tips	15
Bonus #2: 7 Red-Hot Hungry Market Brainstorm Tips	16

Summary

***"You Create Your Own Destiny,
Why Not Make It A Memorable One?"***

- Scot Standke
NicheADay.com

It is naturally assumed that you have survived long enough in the IM Arena to figure out that promoting anything else but **your own** product/service/affiliate program {with rare exception} is not a mutually beneficial venture:

Greater efficiency means greater profitability.

If you are especially interested in:

- ✓ **Social Networking;**
- ✓ Joint Venture Marketing,
- ✓ **The Bum Marketing Method;**
- ✓ Adsense/Amazonsense/Yahoo, etc...

You will find this Info-Product Creation System a *truly priceless* Self Improvement in massive time savings and *blitzkrieg-expedient* info-product design.

In this short but powerful *rapid info-product manifestation* manual-

You will discover the "cheap 'n lazy" approach to rapid product/line development, via the *O.P.T.I.N.S.*™ *Leveraging System* [Other People's Time, Ingenuity and Networking Stretch].

So long as you are promoting someone else's product/service/affiliate program...

You will continue to grow other people's list and bank accounts while forsaking your own.

Let alone the one non-renewable resource you will never get back-

Your TIME: Make it your own product and affiliate program.

Introduction

If you intend on **winning** the IM "game"- *take to heart* the following quote from Mike Filsaime, CEO of PayDotCom.com:

1. Your strength is in marketing. You have an understanding of the game and when it is taught to you it **MAKES SENSE**.
2. You have a passion for this industry. Not just a love, but a **burning** desire. I mean, you wake up at all times of the night thinking about your business and how to grow it. If you are not **150%** passionate about marketing online, this is not for you...
3. You believe in your heart, mind, body, and soul, that you have what it takes to build a Seven figure business.

I hate to say this. But making 1 Million per year is not That hard. Seriously, people will call me arrogant (again) because of that statement. But the truth is, there are Millions of Millionaires all over the world.

If you think you are not cut out for it...guess what?

You are right!

How on earth could you EVER have a Million Dollar business if you do not even think you can?"

Amen!

Adopt Your End Consumer's Desires: Marketing=Consumerism=Applied Psychology [the Herd Mentality Marketing Method™]. Killer copy conveys primordial consumer *emo-impulse*...

- ✓ Lusts;
- ✓ Desires;
- ✓ Envy, etc..with **high impact**...using the fewest words possible and sparing graphics- lots of white spaces and bullets.

Moral of the Story- Mastery of Consumerism [Applied Psychology] and *Killer Copy Writing* is your path of *least resistance* to Ultimate IM Success, or...

Plan on a *deep* outsourcing budget!

From Zero to Quality Product Now!

The following field-expedient *Bum Info-Product Creation System*™ is based on esteemed IM'ers, such as Liz Tomez and Ewan Chia. Why reinvent the wheel?!? Time better spent driving! :~D

In order to derive maximum yield in minimum time, the following should be in place:

- ✓ Verified [PayPal](#) Account, [2CO](#), [ClickBank](#),etc ...
- ✓ Pro Autoresponder [e.g. [KeepThatLead.com](#)];
- ✓ TLD/[commercial hosting package](#)

Though not necessary, an [eBay](#) Seller's Account, ID Verified is *most highly* desirable for creating bloody dirt cheap laser-targeted Traffic Funnels, at whim and will.

Step 1: Chose a Laser-Precise Topic that Highly Fascinates You and has a Proven Niche Market.

Time for a reality check...

If you are not going to shell out for good outsourcing, then you WILL be putting in the time, in this case- *mostly* reading.

So it is absolutely imperative that you pick a topic of *strong attraction* and healthy following.

Step 2: Become an Article Directory "Hound".

Like a child cut loose in a Toys 'R Us store with a \$1000 Visa Gift Card; your immediate goal is to completely submerge yourself (with *reckless abandon* and glee :~) and start hunting down every single article of highest quality- by ***your*** standards.

You'll want to first create a main folder, and save them in a file of their own...e.g. "Crochet_Articles"

You will continue on your most excellent info-quest until you have amassed at least two... *preferably three...*dozen great articles on each of your favorite niche topics.

The only thing that truly matters - insofar as each article is concerned; is that Reprint Rights are freely granted so long as you leave the author's name credits and resource box intact.

It is Absolute Necessity that each article grants you liberal Reprint Rights...which is virtually all articles that you'd discover in a reputable Article Directory.

Step 3: Craft a Personal, Heart-Felt "Forward".

This actually gains you 3 immediately desirable benefits:

- ✓ **Much-Needed Credibility-**

Due to the fact that your articles have been completely absorbed by you to the extent that only the Finest 2-3 dozen made it in; this makes you an Expert by default...

Might as well let the rest of us in on your expertise. You just never know what JV Doors of Opportunity this can open for you!

- ✓ **Much-Needed Residual Traffic-**

Provided you set this product up to be *full viral* from the get-go-liberal MRR's; and being that you, yourself, know that the article content is simply superb {indubitably...you chose 'em ;~}:

Then you can rest assured that it will get passed around like a insatiably promiscuous _____ and you will receive ongoing traffic for several months [even *years*, **if** the info is of a Timeless nature]!

- ✓ **The Ultimate List-Building/Squeeze Page "Calling Card" -**

Though the articles may have previously existed, your compilation of your treasured articles is as unique as your finger prints or retina.

Every day, thousands upon thousands of new articles are uploaded.

Real info-gems and jewels *very quickly* get buried. Which is a virtually unlimited supply of truly fresh and unique products for the hungry info-hound eager to "show off" a laser-targeted niche topic!

Only an extremely small handful of savvy IM'ers have actually exploited this hands-down easiest unique product creation method!

So not only could you quickly and easily create a premium lead generator while pleasuring...er, I mean edutaining yourself...

Heck- you could just keep on keepin' on with your "treasure hunt" and continue to compile 1-2 more for fast up-sell/back-end flexibility!

Also, if you're experimenting with several niches, using the Bum Marketing Method, it would be a *powerful asset* to have [at least] two per niche you are actively exploring...

One for a sign-up incentive, and 1 for an OTO/up-sell.

Step 4 : Google ~12 Directly-Related, Absolutely Must-Have and 100% Cost-Free Resources Per Compilation.

Though this step is not *absolutely* necessary, it further enhances your **credibility** by adding real value, at no additional cost-

As does including an directly-related, brand new article of *your own* crafting, *in addition to your Forward*, and placed in the mid-back half of your compilation.

You definitely don't want to project a self-stroking ego image.

These resources are ones that you already have or would easily enjoy discovering anyhow...you may even have several dozens or hundreds stashed within your browser fav's. already!

Also, having a completely complimenting - *albeit stand-alone* - small bundle is a highly lucrative up-sell/back-end strategy [typically 3 to 6 *laser-themed* premium products per bundle] -

Can be...

- ✓ PDF's;
- ✓ PLR's;
- ✓ Videos;
- ✓ Audio's;
- ✓ Scripts;

- ✓ Toolz;
- ✓ Themed “Handy Hyperlink Guides”, etc...

Basically, whatever naturally compliments your savvy compilation {for each of your niche themes}.

Honestly, how many simply great digital products do you have sitting on your hard drive collecting cyber dust? I've got nearly 20K [20,000!].

And the best part is that they don't even have to be “bleeding edge”.

The most important thing is that they have showed up in very few {none at all...better yet} of the slew of Give-Aways that seems to have rabidly saturated the IM Arena this last year.

As one Partner of mine pointed out...the “Dusky Jewels” of the Internet.

Products you deem as **absolutely outstanding** for the subject covered... but *largely forgotten*; whisked away, like cyber *flotsam and jetsam*, in the overwhelmingly vast Internet Ocean.

The absolutely critical element in making this work like *gangbusters*-

Create/outsource/**JV barter** for a professional, snazzy looking matching eCover/Box pair, and compelling Web copy; for each of your themed compilations and bundles.

Though a matching header, footer, etc...is optimum- not actually necessary.

An attention-grabbing eCover/Box cover – complete with hypnotically-gripping, action-commanding copy – IS.

Step 5: Bringing It Together

At this point, you'd simply...

- ✓ Import each of these articles into a word processor;
- ✓ Give them all a uniformly clean look, layout and font;
- ✓ Add your forward {and resources, if applicable};
- ✓ Convert it to a PDF and viola...You've got yourself a fine product!

To simplify the above task, I most highly recommend the absolutely free [Open Office suite](#), which can read and create all major MS Office files AND make PDF's at the push of a button.

Ace Kicker in the Hole

From a purely practical standpoint, you actually have one highly valuable "hidden" product you could put on offer- Publisher [Custom-Branding] Rights for your freshly-created article compilation.

Though you are by no means legally permitted to sell PLR's to your article compilations [unless every article is actually yours or you use 100% UPLR material]...

There is absolutely nothing stopping you from offering Publisher Rights to the Source File [.doc/.rtf/.txt]! If you are unfamiliar with this highly profitable opportunity, it would basically work like this:

Upon final completion of your article compilation, you'd compile it into a crisp PDF, and assign Rights within the PDF...Give Away, FRR's, or MRR's. In and of itself, this is a true stand-alone product.

In addition, you can also sell Publisher Rights [Custom-Rebranding], with the condition that the content, look, layout, etc...cannot be edited.

The purchaser of these Rights IS allowed to Rebrand the Published By" Title Page link [and add their own aff. links, if applicable]-

As well as add additional related articles if they so chose, including one of their own devise, provided the existing content, layout, etc. remain unchanged.

By offering this as an "upgrade" option, it not only gives you an additional stream of revenue...

As a "byproduct" it adds an *incredibly powerful* viral incentive!

By far and wide, people are typically not inspired to promote the vast majority of the info-products they download.

The greatest way to overcome this barrier is to offer them a strong incentive to keep that e Book moving. Offering them Publisher Rights will do just that...

And remember- in issuing Publisher Rights, the origin content cannot be changed.

This includes your *deftly crafted* Forward [tasty residual traffic] as well as your own personal article, complete w/resource box- even *more* tasty residual traffic...provided you include one.

Also remember that "open-faced" PDF's are *every bit as spiderable* as an unencrypted HTML page!

Each of the following Source File Rights Licenses effectually becomes an additional stand-alone product you can offer- on fresh content info-products- "upgrades", if you will.

Which brings us into the last leg of your "tour"...

Know Your Rights!

Though there are dozens of “unique situation” info-product Rights, the following examples are amongst the more mainstream...

➤ **Full Resell Rights**

A typical example of these Rights...

- [YES] Can resell;
- [YES] Can offer on eBay;
- [YES] Can sell bundled;
- [YES] Can offer in a Paid Membership;
- [NO] Can convey Resell Rights;
- [NO] Can alter content, formatting or pre-existing links.

➤ **Master Resell Rights**

A typical example of these Rights...

- [YES] Can resell;
- [YES] Can give away;
- [YES] Can offer on eBay;
- [YES] Can offer in a Membership;
- [YES] Can convey Resell/Give Away Rights;
- [NO] Can alter content, formatting or pre-existing links.

➤ **Custom-Branding Rights**

A typical example of this type of Source File Rights...

- [YES] Can Custom-Brand, as Publisher, a newly published PDF;
- [YES] Can convey Resell Rights to newly published PDF;
- [YES] Can convey Give-Away Rights to newly published PDF;
- [YES] Can offer newly Published PDF on eBay;
- [NO] Can convey Branding Rights;
- [NO] Can convey Private Label Rights;
- [NO] Can alter content, formatting or pre-existing links.

➤ **Derivate Works Private Label Rights [DWPLR's];**

A typical example of this type of Source File Rights...

- [YES] Can perform Derivate Works freely;
- [YES] Can perform Derivate Works for Commercial Purposes;
- [YES] Can perform Derivate Works Royalty-Free;
- [YES] Can Create an Affiliate Program for Derivate Works;
- [YES] Can produce Derivate Works as Hard Merchandise {real-world};
- [YES] Can Custom-Brand, as Publisher, a newly published PDF;
- [YES] Can convey Master Resell Rights to newly published PDF;
- [YES] Can convey Give-Away Rights to newly published PDF;
- [YES] Can offer newly Published PDF on eBay;
- [NO] Can convey Branding Rights;
- [NO] Can convey Private Label Rights;
- [NO] Can alter content, formatting or pre-existing links.

➤ **Personal Use Private Label Rights [PPLR's];**

A typical example of this type of Source File Rights...

- [YES] Can be edited completely and your name put on it.
- [YES] Can be used as web content.
- [YES] Can be broken down into smaller articles.
- [YES] Can be added to an eCourse or auto responder as content.
- [YES] Can be submitted to article directories if sufficiently rewritten to be accepted by the directory.
- [YES] Can be added to an eBook/PDF as content.
- [NO] Can be given away.
- [NO] Can be packaged.
- [NO] Can be offered as a bonus.
- [NO] Can be added to paid membership sites.
- [NO] Can be offered or sold through auction sites.
- [NO] Can sell Resale Rights.
- [NO] Can sell Master Resale Rights.
- [NO] Can sell Private Label Rights.
- [NO] Can resell the product in any way.

➤ **Master Private Label Rights [MPLR's];**

A typical example of this type of Source File Rights...

- [YES] Can be edited completely and your name put on it.
- [YES] Can be used as web content.
- [YES] Can be broken down into smaller articles.
- [YES] Can be added to an eCourse or autoresponder as content.
- [YES] Can be submitted to article directories if sufficiently rewritten to be accepted by the directory.

- [YES] Can be added to an ebook/PDF as content.
- [YES] Can be packaged.
- [YES] Can be offered as a bonus.
- [YES] Can convey Private Label Rights to paid membership sites.
- [YES] Can convey Master Resale Rights to Published PDF.
- [YES] Can offer Published PDF on auction sites.
- [YES] Can give away Published PDF.
- [NO] Can convey Private Label Rights freely.
- [NO] Can sell Private Label Rights on auction sites.

➤ **Unrestricted Private Label Rights [UPLR's];**

A typical example of this type of Source File Rights...

- [YES] Can be edited completely and your name put on it.
- [YES] Can be used as web content.
- [YES] Can be broken down into smaller articles.
- [YES] Can be added to an eCourse or autoresponder as content.
- [YES] Can be submitted to article directories if sufficiently rewritten to be accepted by the directory.
- [YES] Can be added to an ebook/PDF as content.
- [YES] Can be packaged.
- [YES] Can be offered as a bonus.
- [YES] Can be added to paid membership sites.
- [YES] Can convey Master Resale Rights to Published PDF.
- [YES] Can offer Published PDF on auction sites.
- [YES] Can given away Published PDF.
- [YES] Can convey Private Label Rights freely.
- [YES] Can sell Private Label Rights.
- [YES] Derivative Works, Royalty-Free

6 Powerful Copy Tips

Though writing compelling copy is a daunting task for most, it doesn't have to be.

The simplest way to create field expedient Web copy, is to re-read each of your articles and choose the one *most compelling* "benefit bullet" per article.

- Start each bullet with an action verb {Discover..., Learn... Enjoy....}.
- *Allude* to the benefit without actually giving it away {Discover a little-known technique that can easily land an extra \$100-\$200 in your pocket each week- Pg. _ }.
- Choose a Headline with the absolute boldest/most desirable promise {that you can actually deliver on! ;~}...

Amazing Scientific Breakthrough Shatters the Poverty Barrier:

Never Again Struggle from Paycheck to Paycheck!

- Open up your first 2-3 sentences with you as the end reader/consumer, instantly captivated by a solution, secret knowledge etc...

Let your opening statement read like a fascinating news story {the 4W's... who, what where when}; in which you dive straight into the first 1/3 or 1/2 of your bullets...depending how many bullets you have

- After the first *blazing stream* of bullets, create a 2-3 sentence "bridge" that hypnotically encourages the reader to see themselves enjoying the above benefits in their comfy Dream Theater; ending in a lead sentence...

"Furthermore, you will no longer have to suffer the fear and anguish of shut-off bills and empty cupboards, as this Special Report reveals..."

- Proceed with the second/last *blazing stream* of bullets, and again create a 2-3 sentence "bridge" that hypnotically encourages the reader to continue basking in their comfy Dream Theater [if you have 3 bullet streams]; or a compelling call to action ending in a squeeze box or payment button...

"Act now, to release yourself from the shackles that have kept you down and out- a *slave to the grindstone*. Eagerly discover this astoundingly simple, step-by-step, *scientifically-proven* Action Blueprint; guaranteed to alleviate your financial worries once and for all!"

7 Red-Hot Hungry Market Brainstorm Tips

- ✓ A down 'n dirty, intimate "hot bed", updated every hrs. - complete with multi-niche marketplace is [eBay's Pulse](#).

If you're a wee bit ambitious, you can even "drill down" into the most popular searches in *specific* product categories!

- ✓ The [Warriors Forum](#);
- ✓ The [IM4Newbies Forum](#);
- ✓ Bottom, left of Yahoo's home page- the [most popular 8 searches](#)- another *strong* Market Hunger indicator.

A couple of more *altruistic* product brainstorm sessions are...

- ✓ Squidoo's [Top 100 Lists](#);
- ✓ YouTube's [Channels](#) link;
- ✓ The mighty Amazon's [most popular bestsellers](#)... powerful brainstorm juju!

BONUS Tip #1: Aside from MySpace, itself, being an *obscenely popular* search term- HTML and dates are always popular searches.

As a matter of fact ANYTHING related to Web Romance, Online Dating Tips, Feminine Arousal Secrets Revealed, etc...are always hot topics.

BONUS Tip #2: Be sure to keep an eye on the *top ten most popular* Yahoo and MySpace groups in your niche{s} of interest- lurking these can definitely provide a wealth of product-solution ideas.

Last Minute Strategic Product Design Considerations...

- What end goal does your product serve...is it to cause an IdeaVirus™, or promote an affiliate program? What common *solution-seduction/dream/instant gratification* does it provide?
- Is it stand-alone or one of a product line?
- Does your product demonstrate **Excellence**?
- What back-end *synergy* offer [directly-related] can you augment with?

There you have it, a simple how-to plan to follow enroute to your very own product creation.

Now it's up to you, there is nothing else I can do to get you to take action.

You either do this or you don't do this, which results in you either having or not having your very own info product.

Don't file this report away and become like 95%+ of the others who read it, take the steps needed to be one of the -5%ers who are actually making good money online and do something with it!

Scot Standke

www.NicheADay.com