How To Create A Signature Product Out Of Thin Air In 72 Hours Or Less

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Recommended Resources

- **The Simple Copywriting System.** The "best bang for your buck" for learning how to write sales letters that compel people to buy your product or service. Take the "10-day challenge" and learn to write copy like a pro. Get all the details here.

- **The Profitable Product System**. Discover how to create your own $97 products in 48 hours or less! Ramp up your sales quickly by creating your own "premium" products in just two days. Visit ProfitableProductSystem.com.

- **The Profitable Lead Magnet Collection**. Download a full year's worth of 100% "done-for-you" lead magnets to give away to grow and monetize your list! Promote any product you want in 7 different ways.   Get all the details here.

- **How To Earn $20 In 20 Minutes With Any Topic, Niche Or Hobby.** Download Your 100% FREE guide showing you how to join a "secret club" that pays you to post your stories, experiences, pictures, even your ideas and opinions and get paid to post about any topic you want Get the details here.

- **WishList Member.** WishList is a powerful, yet easy to use membership software solution that can turn any WordPress site into a full-blown membership site. Just unzip and upload the plugin, and within minutes you'll have your own membership site up and running… complete with protected, members-only content, integrated payments, member management, and so much more! Get all the details here.

- **LeadPages**. Leadpages generates leads and sales for your business on the web, in emails, via text messaging, and on social media. I've been using it for 3 years, and it's helped me to build hundreds of landing pages, opt-in pages and sales pages quickly and easily. A Pro Annual Membership is the best value, but you can also start with a monthly plan and upgrade later.

- **Aweber**. I've been using Aweber since 2004 and it's made me more money than anything else I've ever invested in. There are autoresponder services that cost more and have more features but using Aweber is the perfect place to start. Get the details here.

- **List Warrior.** This Beginner-Friendly Software Virally Grows Your Buyer's E-Mail List FOR YOU. Just Plug-and-Play To get other to grow your list On Autopilot! Get the details here.

Introduction

Ready to start seeing $97 sales coming in like clockwork? That's exactly what this Guide is going to teach you… a really profitable way to create your own Signature Product in less than 72 hours, starting from scratch.

I'll show you some of the simple strategies that I'm <u>personally using</u> to generate income with my internet business … **and how you can too!**

In fact, this is an overview of Module #1 of a year-long training program called The Online Marketing Masterclass (we'll talk more about that a bit later). As we make our way into this lesson, we're going to examine things under three headings…

1. *The Ultimate Strategy For Quickly Creating A Core Money-Maker For Your Business*. I'll begin by providing a brief overview of the strategy and why you need to implement it.

2. *A Look At How I Created My Year-long Training Program Using This Model*. Next up, you'll get a look at the steps I took to create The Online Marketing Masterclass.

3. *5 Keys To Maximizing Profit From Your New Signature Product*. Finally, I'll share some great ways to build in more revenue from this strategy as you put it into practice.

Ready to dive in?

Let's get after it…

The Ultimate Strategy For Quickly Creating
A Core Money-Maker For Your Business

Let me give you the strategy in a sentence and then I'll explain each of the components in more detail…

<div style="background-color:#b5391a; color:white; padding:20px; text-align:center;">
Create a year-long training program with short weekly lessons that you sell access to for a one-time fee.
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The **Online Marketing Masterclass** training program that you joined is a perfect example of this strategy for you to see what it looks like in practice.

Let's take a closer look…

1. **Create a year-long training program**. This model includes creating a total of 52 modules (think "long articles") that you deliver to your paying customers at a rate of one per week in real-time as you write them. These modules are delivered as .pdf files from a single, password-protected member download page.

2. **With Short Weekly Lessons**. Each of the 52 modules needs only be 3-7 pages per issue (1,500-3,500 words) and should focus on topics from a rotatable set of core categories (more on this later). The approximate time to complete each weekly module is two hours.

3. **That You Sell Access To For A One-Time Fee**. Most people are burned out on paying monthly membership fees. Both conversion rates and retention rates have dwindled significantly. With this model, there are NO monthly fees … just a one-time access fee of $97-$197. Customers pay one-time in advance and then access the weekly modules in real-time as you load them to the member download page.

The best part of this type of revenue generator is how little you need in order to get it setup and start seeing **actual sales** come in…

WHAT YOU NEED TO GET STARTED:

You only need three things to get started…

- *A salesletter to persuade people to buy the training program, linked to your order processing system (IE Clickbank, Paypal) and uploaded to your website.*

- *The initial materials of your training program written and published as a .pdf file, also uploaded to your website.*

- *An order fulfillment page (AKA "download page") linked to your order processing system so customers can immediately access the first lesson upload purchase of the training program.*

That's it! You can easily get this set up in the next 72 hours.

A QUESTION I KNOW YOU'RE ASKING:

But won't I lose motivation to write 52 weekly modules after the customer pays for them in advance back when I start on module 1?

In other words, you're probably wondering – if I launch the site with one lesson and my customer buys it for $97 … now I've got to keep working for an entire year for something that has already been purchased.

What will keep me motivated after
I've already spent the money?!

Two things you need to realize…

FIRST, YOU'LL BE GETTING PAID AGAIN AND AGAIN FOR WORK YOU'VE ALREADY DONE AND WILL BE DOING.

Remember, you will keep PROMOTING the training program so NEW CUSTOMERS will be joining for $97 throughout the entire year.

SECOND, THE $97 THEY PAY FOR THE TRAINING PROGRAM IS JUST THE BEGINNING OF YOUR PROFIT FUNNEL.

As I'll explain below, there will be LOTS of other profit streams built into the training program as you go through the year of module creation. Yep, you'll actually make MUCH MORE from the training program than that initial $97 if you set it up like I suggest.

More on that later.

For now, let's move on to our next section…

A Quick Look At How I Created My Year-Long Training Program Using This Model

So, let's take a quick look at how I set up my year-long Online Marketing Masterclass program using this model. These are the steps I recommend you use as well.

Before we begin, let me explain what I mean by "*72 hours or less*". I mean, you can have your training program created and ready to take orders in 3 days of working approximately 8 hours each day.

You aren't literally going to work "72 hours". ☺ It's more like "24 hours or less." ☺

DAY ONE

Hours 1-2: Decision-Making. During this first hour I made key decisions regarding my training program by answering these questions…

- ❐ What is the central idea for the training program?
- ❐ What are the core strategy categories to be taught?
- ❐ What is a memorable domain upon which a brand can be built?
- ❐ What price should be charged for the one-time fee?

Hours 2-4: Production. During these two hours, you will want to create the first issue of your training program.

As mentioned previously, this module will be 3-7 pages in length and converted to .pdf upon completion. Your first issue will be on a topic

related to the first of your "core categories". Each week you will create a module on a topic related to that week's "core category" from the rotation of 4-6.

It took me just under two hours to write module one of my program and it is well over 3-7 pages, so you should have ample time. ☺

Hours 5-8: Assembly. Every training program based on the model I'm sharing should have a "vault" of additional resources. These should be items that have already been created (nothing new to create).

DAY TWO

Hours 1-8: Sales Process. The bulk of this day is devoted to writing the sales letter for your training program.

While I don't want you to simply copy my own sales letter for The Online Marketing Mastery Program, you can certainly use it for "inspiration" to get an idea for how to present your offer.

Or you can learn how to write sales copy that converts prospects into customers here in The Simple Copywriting System.

DAY THREE

Hours 1-2: Setup. Next up, it's time to do some minor setup stuff to get your site ready to take orders. Tasks would include: setup your order processing (IE Clickbank, Paypal, Amember, JV Zoo) with whoever you use by following their instructions, create a fulfillment page (AKA "download page") to deliver the weekly modules and your "vault", upload all of the files, and test the order process.

I'm very fluent in these tasks, having done them for the past fifteen years, so it actually only took me about half an hour to complete them. If you're new to this, it will take you longer, but every product or service you'll be using to put all of this stuff on place will have great instructions, or you can hire a freelancer to do it for you.

So those are the basic steps you need in order to create your own training program using this model.

But let's don't just create it, let's maximize the profit from it!

Here we go…

4 Keys To Maximizing Profit From
Your New Signature Product

Now let's look at some keys to really making the most of your new signature product, your core money-maker, your year-long training program.

There are seven of them in all, but here are the 4 most important ones…

1. ***Everything you do points to the core signature product and points out of it***.

    Everything you do in one way or another needs to convince your community to join your training program. Ultimately, this is the core of your business.

    When someone joins your list, your primary objective is going to be to get them to join the training program. If they read a blog post, it's going to point toward the training program. If you are interviewed, you're going to mention the training program.

    When you create other products, they are going to cross-sell the training program.

    <u>Here is the bottom line</u>: make your year-long training program the main thing you promote because it will be the main tool you use to promote everything else you do!

    How does that work? Here's how…

2. ***Turn on built-in profit streams for multiple income sources***.

    Everyone knows the "fortune is in the list." Or, more correctly, "the fortune is in how you use the list." Invest in others, they invest in you.

But, the reality is, only a small percentage of those on any given list will actually buy. Many are freebie seekers. Others are only superficially interested. Still others are financially unable to buy. And so forth.

That doesn't mean it's not important to give generously of your knowledge to them. It just means many are not going to buy. And if you are primarily in business to make a profit, you need more buyers.

So, what you want to do is "turn on" the "built-in" profit streams inside your fifty-two strategically crafted weekly lessons. Here are two quick ideas…

- **Cross sell your own products**. Whether you have other information products, product licensing, coaching programs, e-classes, or any other kind of paid offer, your year-long training program is the perfect tool to get your own products in front of paying customers. As an example, at the start of this Guide you'll see links to some of my other products including The Profitable Product System and The Simple Copywriting System.

- **Promote an affiliate product**. Don't have your own products, or only have a few? Not a problem. There are plenty of appropriate affiliate programs you can join to promote other people's offers for a commission. For example, I've got my affiliate link for Aweber in the same list of resources.

Sounds good, right? The question becomes … how do I do this? How can I use my weekly lessons to mention these offers? In The Online Marketing Masterclass, we cover four simple ways you can include profitable offers in your products without ever coming across like you're "pushing" products down your readers throats.

3. *Freemiums related to weekly issues*. This is HUGE, so pay close attention. We actually have an entire lesson early in the Masterclass training program to expand on this, but I want to introduce the idea here.

Over the months after you launch your year-long training program, create freemiums (AKA incentives, freebies, giveaways, etc.) that are directly related to modules you have created for the training

program.

Let me give you an example…

Let's suppose a future issue of my training program shares, "How To Get 1,000 New Subscribers In One Week Or Less." A very simple way to use this strategy would be to write an article for my newsletter (or a blog post) that shares, "7 Ways To Get New Subscribers Fast."

I give that article away and at the end, I tell them about the training tutorial inside the paid program for getting 1,000 subscribers in a week.

The only way they can get the tutorial is to join the training program, of course. So. They. Do. If the freemium (article) was something they were interested in and they found it helpful, then a TURBO offer related to the article content is sure to be in demand.

And in [The Online Marketing Masterclass](), I share TWENTY different kinds of freemiums you can create and distribute to promote specific training program modules (or other offers of yours or affiliate programs, etc.), so stay tuned for that!

4. ***Create a vault worth the price of admission, also focused on the core categories***. The second "fix" is to give new customers (especially early adopters who join when there is just ONE weekly module in the members area) something of significant value that they can access immediately after they join.

   In other words, when a new customer joins your year-long training program, they get the FIRST weekly lesson --- AND --- a compilation of other materials.

   Three keys to this…

   - <u>Existing Content</u>. To make this easy for YOU, don't create anything new. Use materials that you already have in your possession. Or buy licensing (PLR) to other people's content.

- <u>Greater Value.</u> Whatever price point you are selling the year-long training program at … the "vault" archive of compiled content should be even greater. This allows a new member to spend $97, and instantly get $97 (or more) in accessible content PLUS more training content as it is made available.

- <u>Core Focus</u>. While this isn't "mandatory", I think it's extremely helpful if your "vault" content is directly related to your core categories that you are sharing in the weekly rotation of lessons.

Each of these is an excellent way to build in profit to your year-long training program. When you combine them all, this new signature product can be the foundation of multiple streams of income for your business.

Closing Thoughts

As I mentioned, this free Guide is an overview of Module 1 of The Online Marketing Masterclass.

If you'd like to get instant access to that entire Module, and learn step-by-step how to create your own signature product…

…and then discover the secrets to promoting it to a global audience of hungry buyers who are eager to learn from you, then **I'd like to invite you to join me as a member and take a risk-free test drive of The Online Marketing Masterclass**.

You can get all the details, and reserve your spot in this comprehensive 12-month immersion training program by visiting this page.