3 KEYs TO CREATING A PROFITABLE INFORMATION PRODUCT IN RECORD TIME
-SUMMARY CHECKLIST

✓ Use digital information products to get products out quickly and at a low cost
✓ Earn profit, establish reputation and enlarge audience
✓ The best results come from implementing a rapid production system

FOCUS ON PROBLEMS

✓ The value in the product is that it addresses a problem
✓ Make it short, quick and easy to solve problems in order to provide undeniable value
✓ Make the customer feel satisfied and check out your other offerings
✓ Create an array of simple products to solve lots of buyer problems
✓ Use each to teach a simple technique
✓ Know your buyer to understand their problems and have viable solutions

LEVERAGE YOUR CONTENT ASSETS

✓ Recycle and repurpose other content to speed up creation
✓ You probably already have a supply of old content
✓ Find something relevant and alter, update or touch-up
✓ When you create new content, repurpose it to fulfil other purposes
✓ Adapt, change, update, enlarge, condense and bundle
✓ Keep an eye open for other ways you can adapt existing content
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A STREAMLINED SYSTEM

✓ Create a system and workflow to streamline creation
✓ Start with an idea pipeline and keep on the lookout for ideas
✓ Go through old content with each idea to see what you can use
✓ Use tools to help and make things faster
✓ Use feedback - Everything you do should be based on research
✓ Create a large number of products regularly to generate feedback

RAPID INFO PRODUCT CREATION TURNS YOU INTO A TRUSTED EXPERT

✓ Produce one small, valuable product after another that solves a key problem
✓ With each new product you’ll see profits, exposure and get valuable feedback
✓ Create and implement a creation system to make it easier