

What makes a cool info product?

Are you an information junkie? If so, you're in good company. The market for self-help information topped \$9.6 billion in 2005 (Marketdata Enterprises market report), and is expected to grow 11.4% yearly to a whopping \$13.9 billion in 2010.

Holy toledo. Would you like to serve an appetizer to this roaring lion? Let's get cooking.

First off, your info product should speak to the pain of your reader. One expert, Travis Greenlee of the Virtual Practice Builder, <http://virtualpracticebuilder.com>, is a master at this. Travis says to craft an offer that cuts to core of your reader's pain. What kind of problems and pain are we talking about exactly?

For starters, how about how to-

- ❖ Make more money
- ❖ Save time
- ❖ Increase productivity
- ❖ Be more attractive
- ❖ Feel loved
- ❖ Improve relationships
- ❖ Avoid pain
- ❖ Earn recognition
- ❖ Get unstuck

The lesson here is to create an offer based on solutions to the problem. For example, I purchased an information session called *Create a Killer Elevator Speech* with marketing coach Ronnie Noize, www.veronikanoize.com, and career strategist Wendy Terwelp of Opportunity Knocks, www.knocks.com. This offer was so well written I couldn't resist. I didn't buy it because I wanted to learn how to write an

elevator statement. I bought it because I want to get over my fear of answering the question "So, what do you do?" The offer spoke to my pain and I said "yes."

Secondly, think multi-sensory when you are building your product. While you and I may love the written word, there are thousands of people who haven't read a book since high school. These learners will respond better to an audio recording or video format.

For audio, you can subscribe to a service like BYO Audio or Audio Acrobat. Or you might choose to do-it-yourself with free software such as Audacity, (<http://audacity.sourceforge.net>), and a PC microphone (available at any shop like Best Buy).

You don't have to hire the big guns to create compelling video. You can do it yourself with a tool like Camtasia from Techsmith, or Articulate from Articulate Global. Camtasia will walk you through the how-to's of screen capture, video (using a webcam), or Powerpoint to video output in a few simple steps. Think of the possibilities. You could create video tutorials, product demonstrations, visual maps, or even tell a darn good story -- all through the power of video.

And finally, what is it about which you are passionate? Start here when you want to create your info product, and you'll have more energy to carry you to the finish line.

Answer me this - what assignments have kept you up in the night? What projects have you doodling notes on your day off? For example, I love design - colors, patterns, fonts, etc. Even though I'm officially unplugged on Sunday afternoons, my pen has more than once found its way to my sketch pad to squiggle a new idea for a client. Creating an info product around this subject would be a perfect fit for me. (Uh-oh. My to-do list just got longer).

For more on the subject of creating a killer info product, check out Brian Clark's most excellent video tutorial, 7 Steps to Creating and Selling a Niche Information Product, at Tubetorial.com

I hope you are ready to step into the role of hungry info-market feeder. For more support and free web marketing articles, visit my website at thewebservant.com/free.html.

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