

## ENA Module 3: Create Your Niche Product (Video Transcribed)

Carol Mortarotti: Welcome to module three in the Expert Niche Academy, *Creating Your Niche Product*.

No matter what type of product you decide to create, it needs to be the solution to their problem. You need to tell them your story, how you too had the same challenges and struggles, how you also felt the same painful feelings that they're going through, this frustration that they're going through, how you overcame your challenges, end with the results that you got and how you now help others get results. Remember, failure to success stories sell.

People will pay big money to get rid of their pain so promote your product or service with its tagline and list the main benefits. Remember to inform them that your product or service will make them feel better, resolve their problem or is going to earn them more money.

Now the following slides are product suggestions but don't limit yourself. If you can think of something else, then go ahead and create it. It doesn't matter what type of product you create as long as it resolves their problems. Now make sure you refer to the VIP Rolodex for all the resources and tools that are going to help you create whatever product you choose. Also look at the bonus section.

Before I get started on actually creating the product, I always start an outline. I think it's a great idea to create an outline. It helps you stay organized and focused for your product. So I just put a few samples here. There's a sample outline for course. There's also one for a book. You can also do a Google search for whatever product you're choosing and if you want to select a different outline but these are the ones that I have here samples for you.

These two tools are great to help you stay organized with your product launch. The first one is [www.Bubbl.US](http://www.Bubbl.US). That's free and the other is MindMap. If you're the type of person that likes to visually see everything online or on paper before you actually get started, then these two tools are going to be great for you.

### **Articles**

Write an article using two keywords. Have one keyword link back to your product page and the other keyword linked to your blog or social media site. If you don't like to write, then outsource it. When you're writing, they always say it's best to use font styles Arial, Times New Roman or Verdana, size 12 to 14 point and use bigger and bolder fonts for headlines and sub-headlines. If you can insert any hyperlinks and images, that would be great.

At the end of your article, write a short bio and include how people can contact you. For example, your email address or your blog URL or your product URL and when you're done, you can submit the article to a few submission sites or have an opt-in form on your blog and give away the article in exchange for their email address or you can group a few articles together and sell them to your list.

## **Audio/cd's**

Create an audio course or program. Record your voice directly through your cell phone or microphone connected to your PC. Then convert the audios to an MP3. You can hold a teleconference or a teleseminar and offer your product or services. You can put the audio on your blog and set it to auto play and sell the course and/or give one recording away for free. If you have several other audios, then maybe group them together and sell them as a package.

## **Blogs**

You can create a blog around your niche product or service. Now I have listed in the VIP Rolodex several free services but today, WordPress seems to be the most popular. If you're going to use WordPress.org, you're first going to need to buy domain name and I have all of this on the resources page on the VIP Rolodex and then if you're going to promote yourself, I suggest you always use .com. Not .info, .org, or.net. Also if you're going to be promoting a product, then try and use a keyword in your URL.

Then you're going to need to host the domain name somewhere so your information can be viewed on the web and if you need help, then check out the free tutorials in the VIP Rolodex or you can go to Fiverr.com or IMGz.com or hire a blog designer or you can contact me for a quote.

It's really important to post fresh content with niche keywords weekly. Google loves that. They really like to see fresh content and they also like photo images and videos so use them as well as often as possible. Add your social media links on to your blogs so people can follow you. Have that very visible and also have a subscriber RSS button.

If you're really creative, it's really neat to create a favicon for your URL and a favicon is when you look up at the address, there's a little image there and it's really easy. I have that in the VIP Rolodex. They're fun to create. You should also register your domain name at GetClicky.com. You can register one domain name for free and it's really cool. They have live tracking. It's live analytics so you can actually see when people are on your website, your blog but you can also see what cities they're from, how long they're spending on your site, what content they're looking at and where they came from.

## **Books**

Writing a book builds credibility. You're instantly perceived as an expert and it brands you and your expertise in physical packaging. People keep books and pass them on to others. They're a really great tool for a raffle or a give-away.

The first thing you should do is create an outline and when you're writing, again, the best font is Arial, Times New Roman or Verdana. The same thing with the size points. Bolder and bigger fonts for headlines and sub-headlines and always insert hyperlinks and images. If you don't like to write, outsource it and when you're done writing, create a really good, professional-looking cover. You can always outsource that as well and publish your book on Kindle or find a different publisher. Submit a press release on your book. Create an event so you can go on Facebook and create an event or LinkedIn about the launch of your book or hold a webinar.

## **CD's**

Use the same audio tools to create a CD course or program. You can create one or create a series of courses and when you're done, get a neat cover designed. Then you also get it packaged and shipped directly to your customers so you can give one CD away for free and sell the remainder of the group or you can give them away as a bonus. You can put them on your blog. You can give them away as a raffle. CDs are great. People can listen to them in the car. They can put them in their laptop or their computer. They're always a good thing to give away or to sell.

## **Coaching and Consulting**

If you're going to be offering coaching and consulting services, then really 30 or 60-minute sessions for individuals or groups is best and you can create a weekly training coaching session for a select group like I'm doing for the Expert Niche Academy. I have a four-week group coaching session for a select group of 20 people. You can hold your coaching or consulting sessions via the teleconference, teleseminar. You can use a webinar platform (see rolodex) or if you're going to need to give a demonstration, Mikogo.com which is desktop sharing for a classroom or meeting atmosphere.

In order to really save a lot of your time, I highly suggest using the time management tool that's an automatic calendar booker so clients can book and rebook their appointments directly through this service without occupying any of your time because somebody is going to call to reschedule and then they're going to start asking you questions so there goes a lot of your time and you're doing that all for free. You can also record the session so you can see what you need to improve upon and send them the recordings as an extra bonus.

## **DVD's**

Videos are very popular today and a great training tool. You can create a DVD how-to guide or an online training course. Watch one of the free tutorial courses that I have in the VIP Rolodex to learn how to create a professional-looking video and if you're camera shy, don't worry about it. Use PowerPoint or Google Docs or Open Office to create PowerPoint slides. To record your videos, you can either use a Flip video camera or a computer recording software and all of these tools are listed in the VIP Rolodex so don't worry.

If you can, add some really cool graphics or photos or background music to your presentation so you can keep your audience's attention. Add a video intro to stand out and brand yourself as an expert using Animoto. It's really easy. You just add a few photos. You add some text then you choose the music. It's like three steps. You can do it within a few minutes, say 5, 10 minutes and then they send you a link with the video. It's really easy. Create a cool cover and then you can get the DVDs distributed directly to your subscribers.

## **eBooks**

eBooks are low cost digital products that can be downloaded immediately so they're great. They're probably one of the most popular things today and there's no inventory or shipping involved.

Step one is you're going to create an outline and use a template. I have a few listed on the rolodex or you can just do a Google search for ebook templates. Then when you're done, you're going to create a cover image. You're going to convert your book to PDF and then you're going to submit it to some sites that you want to get some more exposure and you're going to market your ebook.

Now to write the ebook, some people like to use Word or you can use OpenOffice.org or just use whatever you feel comfortable with and the same thing applies for all writing. The font style is Arial, Times New Roman or Verdana. The size, 12 to 14 point, bolder and bigger fonts for headlines and sub-headlines and always insert hyperlinks and images when possible.

You can write a post on your blog promoting it. You can promote it on all your social media sites, sell it on affiliate sites or sell it on forums. You can create an ad on Facebook to sell your ebook or you can hold a webinar or event. Create an event on Facebook that's promoting your ebook or hold a webinar maybe discussing one chapter and then at the end, you can sell your ebook.

Now if you're really good with Photoshop create niche image graphics for people to use on all their sites. That seems to be really popular today with everybody creating sales pages and that would be a great thing to market or you could create niche templates or tools for Facebook, WordPress or PowerPoint. If you know how to create an app, you could create a niche app for Facebook or an iPhone app. Those seem to be really popular too.

I didn't give many resources on this because I actually don't know how to create it and learning Photoshop is a whole lesson in itself. So if this is something that you're very good at and you're technical with, then this could be a good product for you to create.

### **Membership sites**

You can create a membership site like the one I've done for the Expert Niche Academy or you could have an inner circle membership or a mastermind group. Maybe there are 10 of you that get together once a quarter and you all create products together. What's really good is that you can have different pay levels and different access levels with each type of membership that you choose.

There are all different types of resources out there but I use OptimizePress for the Expert Niche Academy because it's the least expensive. It's a one-time investment of only \$97 and you can use it as many times as you want. It would be great if you could add a private forum on your membership site and add bonuses regularly to keep your subscribers subscribed. If you have a monthly membership, then there's no reason to continue paying for the membership if they feel that they've viewed everything but if they know that every month you're going to be adding bonuses then it entices them to stay on as a member.

### **Newsletters**

Well, you can create a newsletter and take the best content from your blog from each month and package it as a product calling it something like "The Best of the Best" and you can also include the transcribed version. You can add it as a bonus and you can also add it as an upsell for something. You can find other newsletters that will let you submit an article to their newsletters or you can also have a weekly guest writer to keep your newsletter fresh.

### **PLR's - private label rights**

Private label right articles are available to purchase and then you can edit them and use them as you wish. They're a great way to have unique articles fast and at a low price. You can use them to increase your Google position because by putting a niche article on your blog is going to give you more exposure. It's fresh content so that's going to help your Google ranking or you can submit

them after you've edited them to the article directories. Usually an average PLR article is no more than 600 words in length so you can add them to your blog or you can take a portion of the article that you purchased. Take a portion of the content and add it as a tip of the day. Break it down.

You could give one away on your site as an opt-in or you can buy five of them and start an ecourse and then send one each day in your autoresponder to your list. You can create a podcast around one. You can package a few of them together to sell and you can print them out and mail them to your list as well.

### **Podcasts**

This seems to be pretty popular today too and I have a tutorial there. You can read the tutorial and learn how to create a podcast so you can create a niche podcast channel and then you can sell the channel on iTunes. So automatically whenever people subscribe to that and then whenever you create a new podcast, then it just gets listed to iTunes and you can also submit your podcast that you've recorded to several podcast sites that I have listed in the rolodex and you can get it transcribed and then give it away for free to grow your subscriber list or as a bonus.

There are a lot of things you can do but podcasts are very popular because people can download them and again, if they're on their phones or they download them on to a CD, they can listen to them while they're driving or while they're doing other things.

### **Radio**

You can create a radio show around your niche. You can have weekly interviews with experts or other people in your niche and then record it. Have it transcribed and put it on all of your sites. You can also record a special guest interview and then sell it or give it away for free to build your list and what's really fun is you can be a guest on a radio show and record it for future use. Make sure you check out the resources because there are a few places that let you actually be a guest and also helps you find other experts to be interviewed for your radio show.

### **Seminars**

Now this one is probably going to be the most advanced because it's probably the most costly. You can hold a one-day or a weekend seminar and if you have a weekend seminar, you're going to want to invite other speakers that compliment your topic so you're going to have to compare prices at hotels or community centers and remember to include the projector and screen, the table set-up, the water, if there are any candies and make sure you get an all-inclusive price.

You're going to want to have people register well in advance and promote your seminar on your blog. Put it on all your social media sites. You can submit a press release about it. With the seminar though, there's quite a bit more work. You're going to have to prepare materials for your presentation. You're probably going to give a presentation from your laptop and then you're going to have to distribute any materials that you have. Have a sign-up sheet. This is probably the most advanced service to create.

### **Teleconference/Teleseminars**

They're used to provide information and training or promote and sell a product to a group of people interested in a particular topic. Now these are very similar to what I just explained as a traditional seminar but they are given over a teleconference or bridge line rather than being held at a specific

location. I mean they're really inexpensive to do and again, you're going to want to have people register in advance. You can post the event on Facebook and all of your other sites.

Now when you're giving a teleconference, you're going to want to be sincere and if at all possible, use a landline so you don't have any problems with your cell phone, the quality of the call there. Use a headset and it's important to start and end on time. If you say it's going to be a 30-minute or a 60-minute teleconference, don't go on for two and a half hours. Try and have zero background noise. Put the dogs away or the kids to sleep. Just let everybody know that you're giving a teleconference and no one bothers you. Go to the toilet beforehand. Double check your call-in number and have your outline of what you're going to speak about handy because you're probably going to be nervous the first few times you're doing this so it always makes you feel more at ease if you have your outline handy. If you have a guest, make sure you get them on the line early.

For the intro, you're going to add a few stories. If you have any facts or any stories, that all help sell what you're going to promote later on and give your guests a really nice introduction. As far as content, give three to five bullet points of what you plan to cover. Also include testimonials and stories and then at the end, make sure you discuss what you're offering and add a sense of urgency to take action. Direct them where to go creating an easy URL. Don't make it where it's like your name dot come forward slash and then 50 other things they need to type in.

You have to make things as easy as possible for people and thank everyone for attending and let them know if you have another event happening soon and provide the details for that. If you have an opt-in list that subscribed for your teleconference, then send a thank you email along with a link to your product and also a recording of it as well.

You can host a series with yourself as the expert or interview other experts in your niche. You can also invite guests with a product or service to add value to your list and have your guest offer their service or product and recycle the audio on your blog. Get it transcribed and offer it as a bonus. Give it away to your subscriber list. There are a lot of things you can do. You can promote it on any of your social media sites and they do say to expect about a 50 percent show up ratio which is actually pretty good.

### **TV on the web or Video chat show**

You can hold a live web TV show or a live video chat show weekly. You can create a series around a new product or niche topic and brand your channel. This is a lot of fun. You can sign up for this at [www.UStream.TV](http://www.UStream.TV) and if you have a Facebook page, you can also use Facebook's Livestream or Ustream app. If you add one of those apps, you can hold it directly from your Facebook page and you can also have live chat as well. Don't forget to tell the audience how to get more information after your show on your product or service and give them the URL.

### **Videos**

Videos are pretty similar to DVDs. It's really pretty much the same information but they're just so popular today. You can create a video how-to guide or an online training course. Maybe as an opt-in, you can have a five-day series or a seven-day series on something that's really important then you're collecting and growing your subscriber list and then eventually you're going to sell them some other things that you have.

If you don't know how to create a good video, then watch one of the free tutorial courses in the VIP Rolodex. They have some really good tips and they don't take that long to watch and again if you're camera shy, then don't worry about it. Just use PowerPoint, Google Docs or Open Office to create your PowerPoint slides and either use a Flip video to record or any computer recording software. I have a whole bunch that are listed and most of them are free.

Add some cool graphics, photos and background music to your presentation to keep your audience's attention. Maybe add different colors to the headlines. Add some photos. Add some different music, tempos, just to keep people interested and if you can add a video intro to stand out and brand yourself as an expert using Animoto, that would be great. You can also create an outro movie video and that's at the end of your video that plays. A lot of times on your outro, it's going to say "for more information" and it's going to list your links there.

You could send one everyday to your list, through your autoresponder if you have like a series. You can hold a webinar promoting your webinar training course and you can give it away as an opt-in and create another video as an upsell. It's always about giving away some free information and then you're going to want to upsell another product to them.

### **Webinars**

You can hold a one-time webinar or create a weekly webinar series. You can invite other speakers that complement your topic or you can invite JV partners. Now, to promote your webinar, probably about four days in advance, two to four days in advance, you can post it as an event on Facebook and LinkedIn. You can tweet about it and provide the registration link. Just get it out there.

Put it on all of your social media sites and your blog and let people know where to sign up for your webinar. You should keep the length between 30 to 60 minutes and it's very important to start on time. Spend about five minutes on your intro and tell them what they're going to receive by attending your webinar. People usually show up between 5 to 10 minutes late so get to the sweet spot of the hard sell or the core of the content that you're offering about 20 minutes in. So you need to really give away some good content but you have to keep them wanting more.

At the end, tell them that you wish you had time to share it all but you don't have enough time on the webinar. So if they want to find out more, then you provide the URL and add a sense of urgency to take action. Say like for a limited time only, you're going to be offering this product at a discounted price and it's only going to be until midnight tonight.

Send a thank you email with the recording link to the attendees and also the people who registered but didn't make it along with your product URL. Check the bonus section for the webinar format that I've created for you guys. **[0:25:00]** It's going to be very helpful.

### **Recycle**

Recycle all of your content. If you get everything transcribed, you're going to transcribe your videos to audio, your audio to print, et cetera. So you can create one product. Get it transcribed. Then all of a sudden you have three products so you have different bonuses. You can use them as bonuses, resource guides, checklists. You can give them away as free reports or an ecourse. You can post them on your blog. Having a varied way of your material is great because some people

like to watch videos. Some people like to read the material and some people like to listen. So if you recycle and you get it transcribed, then you can offer a wide variety of your information.

### **Pricing**

You've already done a lot of research. Hopefully you researched what your competitors are pricing similar products at and then make a decision on what you should charge. You're going to have to test your price. Remember the big picture is you want the lifetime value which they call it LTV of a customer, not just one sale. Perhaps take a loss of your initial product to capture a subscriber.

Maybe give away something like one CD for free just to get the subscriber because then you have their email on your auto subscriber list and you can just keep sending them emails and offer other products. They've said that good price points are \$97, \$197, \$497, \$997 and \$1997. For \$97 and above, anything above \$97, offer payment installment plans of three to four months because somebody might not have \$197 or \$497. They might not be able to make that payment in one lump sum so offer installment plans.

Believe it or not, other good price points are \$5000 and \$10,000. The more expensive your product, you're going to sell a few of them but the more serious somebody is about taking action. If you're selling something for \$9 or \$19.95, you're probably going to get a higher rate of return and refunds than someone who's spending \$2000 or \$5000 or even a couple of hundred dollars on the course.

**Your Financial Roadmap.** A lot of people ask me, "Well, how do I earn this certain amount?" So you have to really take your timeline and go backwards. You have to know how much you want to earn. If you need to raise all of a sudden say \$10,000 and if your product is priced at \$97, then you're going to need to sell 103 of them and if your product is priced at \$197 then you're going to have to sell 51 of them. If you're not comfortable with starting with the higher-priced product or service, then start with a low-priced product and sell your coaching services and upsell or sell a more expensive product as an upsell.

**Protect your information.** I have this as a bonus here. It isn't mandatory that you add these links on your products or your website but I highly suggest you look into them to protect you and the content that you have. All of this information is on the VIP Rolodex. The copy generator is great because it automatically updates every year and you really should have that on everything. It's free to use and some samples are right here below. Copyright, the year at your company name or some people put C, the year and then your company name.

You can add a **disclosure policy**. I have a free generator there and you can also have a privacy generator. I have all of these on the VIP Rolodex and I also have the patent and trademark if that's something that you're looking into too.

That's module three. I hope this has inspired you to go out and create a niche product and I look forward to seeing you in module four.