

Overnight Product Creation

-Complete Training Transcript -

Ryan Deiss: Hi, this is Ryan Deiss from www.DrivingTraffic.com, and I've got with me today a good buddy and a business partner on a number of different projects, Perry.

The reason I wanted to grab Perry and kind of bring him in the studio, if you can call it that, is that I wanted to talk about the subject of creating audio products which is exactly what we're doing right now.

Perry's one of the best people I know at going out there and creating audio products. He's created—dozens wouldn't be an overstatement.

Perry: Oh no, definitely dozens, minimum.

Ryan: Yeah, dozens of audio information products in a number of different markets, even in markets where he wouldn't be considered an "expert."

We're going to talk about how he does that. We're going to talk about kind of the production of it, how all that stuff happens.

Without a doubt, audio products are one of the quickest and easiest types of information products to create. Since I know from my experience in teaching online marketing and teaching information marketing, it's the product creation part that holds people back.

The goal here is to get you over that hurdle, and that's exactly what we're going to do. So Perry, welcome, and thanks so much.

Perry: Thanks for having me, Ryan. By the way, that is the biggest bunch of crap people say. "I don't have a product, and I don't know what I'm going to do. I don't have a product to sell."

Creating the product, as we know with an information product in the information marketing business, is really the easy part.

Ryan: Yeah. Absolutely.

Perry: Creating the product I say is a can of corn. It's so easy, it's as easy as a can of corn. I'm going to show you in the next few minutes. When you finish this audio, which will take you about an hour, you're going to realize how to create audio products that are quick, fast, easy, and will make you a lot of money.

A couple things we have to throw out before we get started: I've got a couple of disclaimers because I've got to watch all the legal stuff, you know, because the lawyers go, "Oh, you can't say that."

Number one: if we tell you you're going to make a jillion dollars after you listen to this audio, we're lying and we're full of crap. It's not going to happen. You're not going to stick this under your pillow and wake up in the morning rich.

Anything you hear about any examples of how much money I've made or Ryan's made or people that we know have made with information marketing products are just examples.

It doesn't mean that's going to happen to you. It all depends how much blood, sweat, and tears you decide to put into the game. Before we go further, I just want to lay that out.

Number two: the audio quality of this, we're recording this with a couple of relatively inexpensive microphones in a little room. You can call it a studio if you want to, but it's more like a closet.

Number three: anything you hear in here about setting up a company, including legal issues and copyrights and things like that—are you a lawyer, Ryan?

Ryan: I am not.

Perry: I am not a lawyer.

Ryan: Thank you for asking.

Perry: I am not a lawyer or a doctor or neither do I play one on TV. So any of that needs to go through your lawyer or your CPA or your tax advisor, blah blah blah.

Ryan: Yeah. I think that's probably appropriately stated. So are you ready to jump right in and do this thing?

Perry: I'm ready to do it.

Ryan: Well, let's talk about first *why* audio information products. Because now, I think it's important that we talk about this, because it used to be that audio was kind of the cool thing.

Now audio is kind of the not cool thing. A lot of stuff switched over to video and screen capture, and we do a lot of multimedia products.

So, why audio, why now?

Perry: I still love audio because I'm such an old fart. I'll tell you, I say it as a joke, but you do a lot of great multimedia products. I do multimedia products, we all do video products, DVD products, and all that.

The problem is that with a lot of those products, the customers actually prefer audio in a lot of cases. It's a passive way of learning.

The biggie for you as an information publisher is, man, it is freaking crazy easy to do an audio product if you know something, if you have some information in your head.

I'm going to tell you a little story that I probably shouldn't tell you, since you bought this product and paid money for it, right? There are going to be a lot of lessons through this product that you're going to go, "Oh man, I can't believe he did that to me."

But I'm teaching you lessons through this product. The number one lesson I'm going to teach you about this product is that this morning, when we came into the office and sat down at the desk, I said, "Hey, let's do this product today on creating audio products."

We sat down and created a bullet list in what, thirty minutes?

Ryan: Yeah, I don't think it was that long.

Perry: We wrote out a bullet point list in thirty minutes. Now given that I know this business real well and Ryan knows this business real well, so it was something we knew a lot about.

But you probably know a lot about something that you're passionate about. If you don't, I'm going to show you how to get to be passionate about something, how to learn something you totally don't know, or how to create an audio product even if you don't have a clue about anything in the industry.

You can do one this afternoon if you follow one of these three models, and we're going to get to that in just a minute. But the point is, you can create an audio product with basically no equipment.

In this product, you get software that goes on a computer. We're giving you free software to go on the computer that's an audio recording piece of software.

It's the same one that a lot of our students use. We use it sometimes. We use a couple different ones. If you want to buy the really high-dollar expensive one, there's one from Sony that's like forty bucks.

This is a cheap way to get into the information publishing business. I promise you, out of all the different kinds of contents that are created, audio is probably consumed better than any other form.

You can listen to it in the car, you can listen to it on an MP3 player while you work out. I work out all the time, obviously. Just look at me and you can tell that I'm really buff.

That's another great thing about audio products.

Ryan: Yeah, I was about to say that.

Perry: I'm sitting here right now, super buff, I've got giant biceps, and we're both here in our underwear and we're actually recording this from the bathtub.

Ryan: Wow. That's not true.

Perry: No, we're not.

Ryan: Okay, yeah, that's not true at all.

Perry: But we could be. You don't really know where we are. It's like the benefits of radio. If you listen to radio shows and you hear

all those cool sound effects and crap that they do in the background, you can do all that with audio.

You can't do that with video, and you can't do that with Catania recordings because people actually see me then, and that's kind of a scary thing.

Ryan: Yeah, just to clarify, we are both fully clothed. I feel that's important to clarify. But, to your point, you don't have to be.

I've created audio products just sitting in my boxers in my home office. You can do it, and with video you don't necessarily have those options.

Perry: I'll tell two confessional stories. I created a product for my sister one time to help her. I recorded it with a handheld voice recorder while I was on the toilet. It's about thirty minutes long.

Ryan: I can't believe you said that.

Perry: I can't believe I'd stay in there for thirty minutes, because normally I'm a quick-coming-in-and-out kind of guy. Ryan has probably made hundreds of products in the bathroom, actually.

I've made a lot of products—well, not a lot. I've made a couple products from the bathtub, too. I stay in the bathtub forever. But anyway, that's a whole different story. We'll cover that on a different product.

Ryan: No, we won't.

Perry: Let's speak a little about what you're going to learn here today. I'm going to kind of teach you how to get set up to do this, what equipment you need.

In some cases, I'm going to teach you to do this with zero equipment at all, so don't be freaked out, "I don't have a microphone."

I can show you how to be in the audio recording business without a computer, without a microphone.

As a matter of fact, one of my students made an audio product and had to go to the computer at the library to download the product, and get it over to somebody to burn on CD.

So you can do this from nothing. I'm going to teach you what you *don't* need and how being professional and being real slick, because you can tell here we're very, very, very professional and extremely slick—

Ryan: Oh, incredibly slick.

Perry: --will actually cost you money. Being idiotic like we're being here right now actually is a good thing.

We're also going to talk about the three different models and how you can get information to actually pass on, how to become an expert, or what I call an instant expert, or to be a reporter.

We're going to tell you how to bullet out a product, how to structure it the way that it's easiest to consume, how to get your CDs burned, how to get them labeled and ready to go, and how to get nice pictures to put up on the Web.

And then how to basically—and this is the big part—how to sell the information once you've got it, either through your own Web site, blog, social media, Facebook, Squid, classified ads, or Amazon.

All these different sources are ways that we sell this information. You're going to learn all this on this recording. We're going to also show you about the different forms of income and the different ways you make income.

Audio products are a great segue to spin off to other ways to make money in the information marketing business. You're going to want to pay attention.

If you're listening to this car, what I want you to do right now if you're driving is look down and find yourself a pencil or a pen and a pad to write on. No, I'm kidding. If you're driving your car, don't do any of those things.

But if you're listening to this sitting somewhere stationary, you might want a pen or a paper. Or even better, if you can sit in front of your computer if you've got the Internet at home, you can go to some of the resources that we're going to refer to as we talk through this presentation.

There's a lot of stuff to cover. We're going to try to cover this in an hour or so. To cover this in an hour, we're going to have to

send you out for a lot of research and a lot of additional resources.

I'm going to tell you about a lot of things, and as you might be able to tell, I talk a little bit fast. But the good news is, it's an audio product, so guess what you can do? You can stop it. You can reverse it. You can listen to it again.

That's one of the great things about this. It's not necessarily a linear product. You can choose how you want to consume it.

Ryan: Well, so let's go. Are you ready to dive in? Let's talk about specifically what they need to get started.

Let's do two things, because I know everybody's going to want to know, "Ooh, what do you use? What's kind of a high-end deal?"

So let's kind of go high-end, and then if you could also say, you know, low-end, down and dirty, bare bones, what do you need?

Perry: Sure. Absolutely. I will start at the high end. And the high end is a couple hundred bucks. Yeah, that's the high end. That's if you're going to go absolutely buck wild. You need to spend a few hundred bucks, if you've already got a computer.

The product you're listening to right now is recorded on I think a pretty decent microphone that we bought at I think one of the music shops, Musician's Friend or something like that, for about \$100.

Ryan: Yeah, we'll include a link to the site.

Perry: Yeah, if you go to www.DrivingTraffic.com, and you're going to want to write down this main URL. This is our main blog on the Internet, and all the resources are going to be forward slash something.

So you go to www.DrivingTraffic.com/AudioGear, we'll show you recommendations from high to low that you want to use. We use two microphones in here, and you absolutely don't need that.

I like recording with somebody because that makes it a little more fun. If you don't have somebody to record with, that's okay. Just don't be freaked out about recording, and I'll tell you why in a second.

Number two, it's good to have a computer and you need software. I'm giving you software with this package, and on the audio gear page, there's a download link to the software so you can just go on and grab the software from there. It's yours to download and use for free.

It didn't cost me anything either, so I'm not giving you this million-dollar gift, but it's just really good open source software that's out there that you're going to enjoy using. It works as well as just about anything on the market right now.

Ryan: Real quick, before we move on from the audio gear, with regard to the microphone, I do recommend and I know we use USB microphones.

Perry: This means they plug right into the computer.

Ryan: Yeah. A USB microphone is going to plug directly into your computer. It used to be that you had to buy a special microphone that plugged into a sound board, and then that plugged into your computer.

With the advancement in microphone technology and in sound cards, even laptops now have great sound cards. If you've got a USB mic, boom, you just pop it in, and that's all you need.

We've created products when we've been out of town and things like that, because all we have to take with along is a little USB microphone.

I know you also found these headset microphones

Perry: Yeah, I use a headset mic to do a lot of my stuff because they're like thirty bucks.

Ryan: Yeah, Logitech headset microphones.

Perry: They're \$30 to \$40. You slide them in, and you can listen to the playback on them. If you're a mobile person or you're portable, or let's say you work in a toll booth all day. That would be a really funny product.

Ryan: That would be a funny product.

Perry: But whatever you do, if you're somewhere where you have a quiet environment, or if you drive a lot in a day, I've recorded

information products, audio information products, on a little handheld voice recorder.

I'll show you the one I use. I think they're about \$70. It'll be on the page. You can literally record right to that handheld voice recorder and then plug it into your computer when you get back and upload it, and you've got your product.

That's assuming that you're going to use the computer. There is another way to make audio products that we've used probably as much as we've used a computer, wouldn't you guess?

Ryan: Yeah, absolutely.

Perry: That's by getting someone else on the telephone with you and recording a conference call. Ryan and I did our first few products this way.

Basically, he would call me up. We would get what's called a bridgeline. Again, on that audio gear page, I'll have a link for you to a couple of these companies.

One of my favorites is a free one. It doesn't cost a penny. They just set you up. That's right now, and that's probably going to change as their business model evolves.

But there are a couple conference call companies out there right now that will let you use a bridgeline. What it means is, you call in to a phone number, and whoever you're going to talk to calls in to a phone number. You enter a little code, and then all of a sudden, you're on a conference call together.

You can hit a button that makes that call be recorded. So if you don't have a computer at all, you can make an audio information product this way.

I mean, big name people in this business have made hundreds of thousands, millions of dollars selling recordings of their conference calls. It's one of the best interactive ways to make money.

A lot of the time, you can invite people. If you've got a list and you've got people that you want to listen, you can invite people to listen to that conference call too.

It'll kind of make you perform better. It always makes me perform a little bit better.

Ryan: Sure, when you know you've got a live audience listening to you, it helps. Also, the other nice thing about inviting people on is that you can charge them to listen it, and you get paid to create a product.

Perry: Yeah. We're going to talk about getting paid to create a product at the very end of this presentation. A lot of times, we get paid before we even make anything.

Ryan: Alright, so that's kind of the down and dirty. Yeah, if you go to www.FreeConferenceCall.com, which is one of the services that'll be up there, you don't need anything.

If you've got a telephone, you can get started. So let's talk about what you don't need.

Perry: Yeah. These are the things that when you talk about creating a product, everybody's like, "Oh, I don't have a great voice," or "I can't do that; I'm afraid to be recorded."

Let me tell you a couple things you don't need. Number one, you don't need a great voice. Obviously, if you listen to some of the people in this business, they've got squeaky voices, coarse voices.

Dan Kennedy's a great guy in the information marketing business. He has kind of a gruff voice.

Ryan: And he stutters.

Perry: And he stutters, and he sounds like a curmudgeon. But he's made millions of dollars with audio products.

If you'll look at people like Dan, if you're familiar with Dan, almost all of Dan's products are audio products. He's one of the biggest in the world.

You don't have to have all this other technology. It's getting nice now; you can show a lot of demonstrations through Webinars and all that.

And we certainly do all that stuff. But you don't have to have it. I mean, you can certainly deliver a lot of information this way.

You don't have to have a great voice. You don't have to have an amazing amount of talent or charisma or anything like that. If you've got good, solid, rich information, people really don't care who delivers it or what you sound like.

Lastly, you don't need a big studio because they don't give a crap about the quality. I mean, if you listen to most of the big information marketers out there and listen to some of their audio products, they are absolute garbage from a quality standpoint.

A lot of people, these little beachheads will send us an e-mail saying, "Your quality of your audio was bad." But you're not buying it for the quality of my audio.

You're listening to this recording right now because you want to do what? You want to make some money, right? You want to make products and you want to make money.

Do you think it matters if I recorded this thing in the bathtub with the water running? As long as you could hear me on the other end of it, you wouldn't care. It wouldn't bother you at all.

So you don't need any of that stuff. Don't let any of that crap stand in your way, okay? You just need to go out there, get your information together, get it recorded, and get it out to the people. They will love it.

The more homespun it is, the more real you are, and the more they get to know about you, I mean that's the big difference that's happening right now.

There's an evolution in America right now going away from the big corporate grey-suit power boys, "Buy this product right now!" You know, big TV commercials, all that crap is failing right now. It's all failing.

The reason it's failing is because there's no personality included. There's a great book that Ryan just got.

Ryan:

Yeah, *Personality Not Included* is the name of the book, and it's by an author named Orit Baraga. I apologize if I totally butcher that name, but I believe that's correct.

If you do a search on Amazon for *Personality Not Included*, he talks about that. And yeah, absolutely. The key right now, the

big thing, what trumps professionalism and product quality and things like that is authenticity and passion, authenticity and enthusiasm.

If you're authentic and if you're passionate about what it is that you're talking about, I mean obviously, yes, you have to have good content. That's always been the case.

But authenticity, being open and being honest, just being who you are, and being passionate about your subject, that's kind of the only real thing that you need. Everything else is just sort of secondary.

Perry: Yeah. So those are the things you don't need. Don't let anything hold you back, and just be you. Just have fun. I mean, obviously I'm having a pretty fun time here.

Ryan: Well, another thing that I'll throw in, and this kind of segues into what we're going into next is you also don't need permission. You do not need permission to go out there and create a product.

You don't need to have a PhD. You don't need to have already written a book. You don't need all that stuff. I've done products on subjects that, until I created the product, nobody regarded me as an expert in that particular subject.

So let's transition now into the models, as far as product creation is concerned. You already talked about them. There's the expert, the instant expert, and the reporter.

I want you to talk about each one of them. But kind of the big thing I want people to be thinking as we go along with this is really trying to shatter some of your preconceived notions about who you have to be to be able to do this.

Trust me, I've created products in markets where I'm not an "expert." I know Perry's created products in markets, and we actively sell products every day right now that's in a market that I have nothing to do with.

There's a lot to be said for some of these models. But first, let's go ahead and talk about the expert model. Let's assume that somebody *is* an expert and they're listening to this because they want to learn how to get their information that they have out there.

Perry: This is arguably the easiest way to create information. There's an old saying that there's a book inside everybody. Everybody knows how to do something pretty well.

Ryan: Maybe not a good book.

Perry: Yeah, maybe not a good book. I've got some books inside me that nobody would ever want to read or especially not look at the pictures.

Ryan: Maybe not an interesting book.

Perry: But anyway, there's a book inside everybody. Everybody's an expert about something. I mean, you know how to do something well.

If you know how to do it, the beautiful part is that with the Internet now, even the smallest little slivers of niches have fans. They have people seeking information.

I'm interested in blowing glass, weirdly enough. There's a ton of people online selling information about how to blow glass: courses, videos, audio, send me to a course, whatever.

One of the first things I'd probably buy is an audio product or a printed product to see if I thought I could do it. A lot of times, audio products are great segue products.

Number one, if you're an expert, all you need to do is try to bullet list out the high points of whatever it is that you know how to do.

I'm going to explain bullet list in a few minutes. But you want to bullet list out what you want to tell people. The hardest part is trying to condense it. The hardest part, usually, is once you start talking, if you're like me, it's like trying to put your hand over your mouth to keep from throwing up.

I mean, I just keep going and keep going and keep going. If you're passionate about whatever it is that you're doing, that's the thing that shows, man.

If you can get people excited about what you do and show them that you're passionate about it, show them that you love it, then people will follow you to the ends of the earth to learn everything you know about it.

Passion turns people on. It's an attractor. If you're an expert, this is pretty easy. If you don't think you're an expert, really go back and self-evaluate.

Say, "What have I ever done in my life that I really did well at?" Look around and see if there's a market for it. And I'd say even if there isn't a market for it, if you don't think there's a market for it, record it anyway.

It's going to be great practice for you. And you know what it costs? It don't cost zip. You can sit down and record a product.

If you need somebody to sit down with you and listen, one of the best pieces of advice I can give you is that when you're recording, if you can find a willing victim, sit them across from you.

Sitting and talking to a microphone sometimes is hard. I'll give you that. But if you can find a willing victim that will sit across from you, you can basically explain what you want to explain to them while it's being recorded. Even if they don't want to interact in an interview setting, that works.

It allows you to talk to a person and be conversational. That's a big point when you're doing these. You want to be conversational. You want to be just like you're talking to a buddy across the table of a coffee shop and explaining exactly what you want them to know.

Ryan: Yeah, and they can occasionally look at you like, "What the heck did you just say?" And you know, ok, maybe I need explain that a little bit better.

Perry: Yeah, even if you're married and you want to sit down with your wife or your husband or whatever, wives and husbands make terrific critics, particularly wives.

Usually, they'll hold up a sign that says, "You're a moron. That didn't work. I don't get it." Or whatever.

Tell them and say, "Hey, when something comes up and you don't get it, raise your hand and let me know if you don't get it and I'll go back if you don't want to talk."

Now, as far as the interview concept like Ryan and I are doing right now, that's basically two people get together in a room and one interviews the other.

Sometimes I interview Ryan, and sometimes he interviews me. We create products this way, and it really works because it's good for your positioning, for one thing.

Especially if you're practicing the expert model, it's good to have somebody to interview you. They can set you up, they can introduce you, they can tell what you're about, what your background is, what you've done in the past, all your accomplishments and all that stuff.

It gives instant credibility to what you've done. All the things Ryan didn't do when we started.

Ryan: Yeah, exactly. No point in wasting time building up your ego.

I think the interesting thing is about seven questions is an hour, in my experience. It might be a little bit more. When you go through and you've got a good person who's interviewing you, they're going to ask some follow-up questions and things like that.

If you can think about, "What are seven questions that I wish somebody would ask me about what I've got?" You can hand those questions off to somebody, have them ask you, and you probably have an audio product within sixty to ninety minutes.

Perry: Are you talking about eight or nine minutes per answer?

Ryan: Yeah. And it sounds like a lot. Right now you're probably thinking, "Oh my God, I don't know if I could talk about that." But trust me, time goes quick, as I look at our clock right now.

Speaking of time going quick, why don't we move on? I know the people that are already experts, it's probably not as big a deal for them.

Let's talk about somebody who's thinking, "Okay, I want to get into this business. I want to start selling information. I want to start making audio products. How can I do it if I'm not an expert?"

Perry: I'll tell you, this was a life-changing thing for me. I was under that conception: "Well, I can't do that. I'm not an expert in that. I don't know how to do this or I don't know how to do that when I get started."

I listened to, I think it's Kennedy. Dan Kennedy kind of came up with this concept. The idea is basically if you read the top three books in the market, read a couple of trade magazines, and try to take somebody in the industry out to lunch, you're probably as much an expert in an area as just about anybody.

Ryan: Yeah.

Perry: And that's where I came up with the instant expert model. Basically, that's what I do. I'll go on Amazon. Amazon's a great resource because they rank the books based on consumer reviews and the top sellers.

If you decide you're going to do a book on parenting a baby or whatever, parenting a son, you can go look at the three best products on parenting on Amazon.

Order those three books. Read the three books. You are going to have to read for a little bit. Read those three books. Pick up *Parenting* magazine.

I don't do a lot of stuff in the consumer market. Most of our stuff is business to business. I like picking up the trade magazines. They're really my favorite.

If you're going to do something on vending machines, for instance, you could order three books on vending machines. Read those three books and read the trade magazines about the vending industry.

If you can, talk to one person about the vending industry, like a local; find somebody who fills up the Coke machine at your office or your buddy's office and say, "Hey man, I'd like to take you to lunch and talk about the business one afternoon."

You're probably going to have a really, really, really good understanding of the industry, enough to go out and put out a product.

The initial product you put out can be relatively basic. Most people are not looking for advanced information when they find these products.

That's one of the mistakes a lot of people make: "Oh, I'm not telling any big secrets. I'm not telling anything that's really advanced."

Most people looking for information online are looking for fairly basic information. A lot of times, they're just looking to confirm what they already think is true.

Ryan: Yeah, before they take that next big leap.

Perry: Yeah. They want somebody else to go, "Oh, wow, I always thought the hot dog business was good, but now since this guy's told me the hot dog business is good, it must be true. Now I'm going to go do it." A lot of times, they're just looking for confidence.

By the way, let me throw one tip in here. The three books are easy to get. The trade magazines sometimes are pretty expensive. This is a little super ninja trick I use when I'm researching an industry.

If you'll find two or three trade magazines in an industry—let's say you're doing vending, and I think there is a magazine called *Vending Times*, I don't know that for sure.

But let's say you were doing one on the vending machine business. You could call *Vending Times* and tell them, "Hi, I'm a publisher and I'm creating an information marketing product about the vending business. I may want to advertise in your magazine. Can you send me a media kit?"

It's called a media kit. If they send you a media kit, they'll usually include the last three issues of the magazine in the media kit.

Ryan: That's a really good tip.

Perry: Some of those trade magazines can be more than \$300 a year to subscribe to. So that gives you the last two or three issues of the top three magazines, and you're good to go.

Let's talk for just one minute about one other place to gather information with the instant expert, and that's blogs. Google has a blog search now, but my favorite tool right now is something called www.AllTop.com.

A friend of mine, Guy Kawasaki, has this Web site called AllTop.com. AllTop basically aggregates and rates the best blogs in the world by subject.

Typically speaking, you can go to AllTop.com, look up your subject, and there'll be the top 30 or 40 blogs on that subject as handpicked by the AllTop editors. They're usually really good.

The only problem with books—trade magazines are sometimes better—but the only problem with books are the information is not quite as fresh as you might want it to be.

Some of the most amazing new concepts and things that are coming out are coming out in blogs on the Internet.

Ryan: That's a great tip also for gathering ideas in general. I may decide, hey, I want to do something in the fly fishing market but I don't really know what's new, what's hot, what's interesting in that right now.

A blog, that's about as current as it gets. So you can just go there and not only find content for your own stuff, you can go out there if you don't have any idea what you want to talk about. Hey, there you go, it's right there. People are telling you what's interesting.

Especially, you can look at the number of comments that have come in on these posts and find out what other people have found interesting.

That's a phenomenal tip.

Perry: Yeah, it's a really good one. Basically, "instant expert" means you're going to make yourself an expert. Here's the thing: I know people are still listening to this right now, I promise you, going, "Yeah, I don't know. I could never do that."

Do you know how the first guy that was an expert in every field became an expert? He hung out a shingle, or she hung out a shingle, and said, "I'm an expert in this field. That's what I do."

There's no "National Association of Experts" that hits you on the head—well, there might be—that hits you on the head with a magic wand and says, "Okay, you're an expert now."

I love Kid Rock. I'm a Kid Rock fan. There are a lot of guys who are going, "Oh, Kid Rock is bad. He's vile," and all that. I like him. Whatever.

Ryan: He is bad and he is vile.

Perry: He is bad and he is vile. Ryan just covered his butt there. But anyway, I like Kid Rock. He started with nothing and came out onto the scene really fast.

His whole motto was, and I won't say the other word, but he says, "If you act like you're a big deal, people are going to treat you like a big deal."

Ryan: Yeah.

Perry: If you act like you're a big deal, people will tend to treat you like a big deal. If you hold yourself out as an expert, people are going to recognize you as an expert, usually.

You know what you're probably going to do if you hold yourself out as an expert? It's going to keep you interested in the business.

You're going to feel responsible to the fans and to your readers, and you're probably going to become more and more and more of an expert as you move along.

Ryan: I think it's important to find, you know, what is an "expert"? There are certain fields like medical doctors and attorneys where they get licensed by boards, and you should never go out there and say "I'm an expert in doctoring" if you're not a doctor.

You don't want to make claims that are going to get you in trouble. But in areas where there aren't specific licensing boards where you're going to get yourself in trouble if you make those claims, look to see, what is an expert? What defines it?

Do you have to be the number one absolute top smartest person in the world on that subject to be an expert? No. I mean, we could probably argue about, oh, if you're in the top 10% are

you an expert, or do you need to be in the top 2% to be an expert.

The point is that it's okay if there are a lot of experts. So don't look around and say, "Okay, I can't say I'm an expert because look, this person over here is smarter than me, and I learned from them."

That's okay. I consider myself a marketing expert. I'm really, really, really good at it, better than the vast majority of the people on this planet.

Perry: He is the second best marketer in this room right now.

Ryan: At least the second best. But the point is, I will recognize that there are people I learn from. There are people who are smarter than me. But that doesn't make me any less of an expert.

If you're going to go through life waiting for somebody to dub you "expert," you're going to be a very poor and unhappy human being.

So why don't we get it out of the way right now? You can't see it, but I'm doing the whole dubbing thing on the shoulder deal. If I had a sword, I'd knight you, or whatever it is.

You're good, okay? You're fine. You're an expert. As long as you go out there and do the research that's necessary, as long as you're passionate about it, as long as you stay up to date on it, then you're an expert.

If you've got the goods, then that will be figured out, and people will follow you. If you don't, if you don't do a good job, people will tell you. You will need to go back and do a better job and try again. Don't wait for someone to come along and proclaim you an expert.

Sorry, I will get off the www.DrivingTraffic.com/expert, I've got a pretty special gift for you there that you will probably get a kick out of.

Ryan: I have no idea what that is, by the way. That could be very, very interesting.

Perry: No, it is going to be fun. I promise it will be completely clothed and clean.

Alright, the next area—there will really be three big models. Number one, we've covered. If you are an expert, this is, as I say, a can of corn.

If you are not an expert, you become an instant expert. By the way, I say you do this over a weekend. I've watched people research themselves blue in the face. Screw all that.

Get your books, get your magazines, and take a weekend off. Say, "This weekend I am not going to go play golf. I am not going to screw around and sleep on the couch all weekend. I am going to spend one weekend of my life studying."

I have to be honest with you: I skim books. I don't necessarily read every word of a book. I skim through them for the information I think is the most pertinent to me, and I am ready to go.

Now I will go back and read the book at some time when time allows, but I will skim it first. On that first weekend, I will go through those two or three books pretty fast, those trade magazines.

Usually by Sunday night, I am ready to rip tater chip, and I can get something on audio because I am already way smarter than most people who are looking for that.

I haven't talked about this yet. This is the sad part, but the fabulous part of this industry. You are basically reading for people.

Most people are just too darn lazy to read! The information is right there for them. They can aggregate it themselves, but they are just too doggone lazy to do it. You are reading for people who otherwise just wouldn't read.

Now lastly I am going to go into the part that is Ryan's most absolute favorite ways to build information products, and it is a great way to build information products, and it is called the reporter method.

If you have ever heard of a book called *Think and Grow Rich* by Napoleon Hill, he made this extremely famous when he did interviews with 100 of the most powerful people in the world and created this amazing book that has been selling for 75 years

now in the top ten at Amazon. I think it is in the top 10 or top 20 books at Amazon all of the time for the last billion years, way pre-Amazon.

He was just a reporter. Barbara Walters is a reporter. Oprah Winfrey is a reporter. The status that you can accomplish by becoming a reporter is fabulous. The other big thing about being a reporter is that it gives you wings to spread out so far in your reach.

I have interviewed somebody before that is a home canning expert. This lady makes a quarter of a million dollars a year teaching people how to do home canning. Do you think I know anything at all about home canning?

Do you know what? Guess who made the bulk of the money on that project? I did because I put it together, and I knew how to market the information, and I was able to get it out into the marketplace.

I have interviewed people on how to sell homes fast. I have interviewed people on all sorts of subject matter: martial arts. If you saw me you would go, "Oh, really?"

I have interviewed people on all these different things that I don't know crap about. Believe it or not, the less you know about a subject when you are interviewing somebody else, the better because that puts you in the seat of the person who is listening to the recording when you are done.

Ryan: That is a phenomenal point.

Perry: Yeah, that is going, "Oh, man! I wanted to ask that!" I am going to give you a list. If you will go to www.DrivingTraffic.com/reporter, I am going to give you a list of the questions that I ask when I interview someone, some of the questions I ask.

I interview people usually for business-related purposes, so you may need to change these questions up. I ask very pointed questions, things like, "If there is anything that you could change that you didn't do when you got started that you could do now, what would it be? What is the one secret you could tell us, but you'd have to kill us?"

Ask stuff like that where you really just dig down in there for that good information when you've got that person on the phone. I do most of these via the conference call line method. I don't have any equipment costs, any production costs, none of that.

It all goes on a conference call. I give them a number to call.

The reporter method works very well. I will tell you this, the follow-up question to this is always, "How do you get people to interview?"

Well, let me tell you; you know people right now. The people that are around you, you know people that are good at things. There is no question about that. Interview them first.

They are some of your best people, and they are going to be some of the easiest to deal with. They know you; they like you. Make a deal! Don't make a deal to give them most of the money. Just make a deal to record them. A lot of times you don't have to give them anything.

Ryan:

In my experience, ego trumps all. These guys or gals are just happy that somebody else has acknowledged their expertise, and if you come out there and you say, "I'll pay you this," or "I'll give you half of this when I sell it," in my experience, you are going to freak them out.

You'll be far better off if you go to them and say, "I am doing this interview series on this, this, and this. You are clearly an expert. Could I possibly get an hour of your time to interview you?"

The most that I have done is I have paid somebody. I have asked, "What do you charge per hour for consulting?" and I have paid an hour of consulting time to interview them. That is the most I have done.

I will not go out there and cut big, long, extensive deals with people. There are too many experts out there. Experts are a dime a dozen. There are too many experts out there to deal with someone who wants a piece of your business.

That is what I would say about that.

Perry:

That is really true. Don't get hung up on highbrow stuff. I made some of my best money interviewing people who wash windows

and people who run car washes, people who operate food concession businesses, and things like that.

People want to know about all sorts of things. Don't think people only want to know what a famous author has to say about a subject.

Ryan:

The average guy stuff is actually a far more interesting interview. You get the average guy—I am going to throw this out there—we talked about doing a product on how to start a window-washing business. How hard would it be?

If you work in an office building, just go out there one day and talk to the guy who is washing the windows at your particular office complex.

“Hey, can I take you out to lunch and maybe do a quick interview with you?”

A lot of them might go, “Hey, but no thanks.”

But you are going to get some of them that say, “Hey, sure! Why not?”

Perry:

If you set the voice recorder down—if you notice at the first of this recording, there was something that you might not have paid attention to, but it was our disclaimers.

We give an income disclaimer, we give a legal disclaimer, but we always give an audio quality disclaimer.

You can tell people right at the beginning of an audio, “Hey, the quality of this audio may not be perfect, but the information here is golden. I recorded this audio sitting with Charlie the Window Washer at Lenny's sub shop.

“One afternoon I took Charlie to lunch, and he agreed to trade me lunch for an hour of his time so I could pick his brain about the window washing business.

“You are going to hear people in the background and chewing potato chips and sandwiches going everywhere, but don't worry about that, but focus in on the information that you are getting in the recording and not all the background, and I think you will find there is tons of gold in here.”

Man, people LOVE that stuff!

Ryan: It gets back to the authenticity that we talked about before. It is more authentic.

Perry: They love it because they know you didn't make it up. You are sitting there with a guy, and you just turn on your voice recorder and do your thing.

There are limitations to that. We got a recording not too long ago that was recorded outside, and there was so much wind that it didn't work. You want to be somewhere that is reasonable.

It is really cool to do those, and if you ever listen to NPR, National Public Radio, they do a lot of interviews while a person is doing whatever it is that they do.

If they are sculptors or painters, you will hear them chipping away at the stone, or you'll hear the saws going around the construction sites when they are talking to the construction people. That adds a whole other level of subconscious reality to the recording.

Ryan: People are probably thinking this: "How do I find these experts if I don't already know them?"

You were talking about going to your inner circle. What if you don't know people? How do you find them?

Perry: There is a Web site that you use, the RTIT, the Radio/Television Interview Report. It is a site for people who have books right now in the market. Book people are—I don't want to use a bad word—

Ryan: Broke?

Perry: Well, that. But they are willing to talk to anybody to try to promote their book, I mean absolutely anybody. These people have paid a lot of money to be on a Web site to attract people to interview them.

Ryan: Again, that Web site is www.RTIR.com. Radio Television Interview Report.

Perry: They are out there saying, "Please interview me! Pick me! Pick me!" There are hundreds and hundreds and hundreds of subjects.

You just go out there and find somebody, and have your person call them up, or you call them up and say, "I want to interview you. I am doing this for an audio product that I am releasing. It is going to be released to 100 million people on the Internet," or whatever.

Typically speaking, they will interview with just about anyone. If they say, "No, I only do this or this," that is fine. Just go on to the next person. It doesn't matter.

There is also a Web site called www.ArticleCity.com, and this is a Web site where people submit articles on various subjects just to get notoriety. They only put their articles up there for free just to get noticed.

If a person wants to get noticed, do you think they would want to be interviewed by you so you could spread the word about them? You bet they would.

Ryan: Honestly, there are others you could do. I have approached Amazon.com authors and things like that. I usually don't have to go beyond RTIR.com and article directories.

Perry: I will throw one in there, too. If there is a discontinued bookstore in your area, or look at the rack of discontinued books at Barnes & Noble or your local bookstore.

Those people wrote a book, put their heart and soul into it, and it didn't make it through the first copy, and they are bummed out. They've got a lot of good information.

Ryan: Yes, and out of print authors. Try www.Alibris.com. They have a listing of out of print books

Perry: You can call them up and stroke their ego. "I read your book, and you are so amazing! You are so brilliant, and I would love to interview you!"

They just got their teeth kicked in because their publisher dropped them. You are probably the kindest word they heard all day.

Ryan: That is probably sadly accurate.

Perry: I don't mean that to manipulate anybody. You want to be respectful to people. You definitely are not going to want to interview them if their book is crap. Buy the book and read it first before you call them is a really good idea. At least read through it anyway.

That is a couple ways that you can get a hold of these people who are experts. Like Ryan said, when you start bringing money into it—I will tell you one thing I have learned.

If you even have a plan of taking your recording to a print book at any time, if you will call people and say, "Hi, I am writing a book on (blank), and I would like to interview you for a chapter in the book," people's heads just swell out.

Ryan: Yeah, and you may not be planning on doing it for years.

Perry: I am not saying to deceive anyone, but if you think there is a possibility that you can convert your thing to a book, that would be great.

That is basically the three models, and just pick one and go. Or do all three. We do all three. It is not you have to be set on one.

Ryan: The interesting thing is if you want to create—let's say, there are lots of different audio products.

We happen to be creating a shorter form, lower ticket audio product, but if you wanted to create a large scale, big ticket, high-end training course, home study course, then you might do the instant expert for the bulk of the training where you go out there and you learn the stuff, or if you are an expert, you might use the reporter model to add bonus chapters and bonus modules and things like that.

Absolutely, you want to use all of them not only within products themselves, but also in your business as a whole.

We've got the product going. Do you want to talk about how you organize?

Perry: Yeah, let's do that just real briefly. I think we have given them a resource already to go over to DrivingTraffic.com to get the list of questions, right?

Ryan: Yes, we have.

Perry: Okay, good. Let me tell you the basic form for a good recording. What I do is I bullet point out the subjects that I want to cover: again, seven to ten bullet points will make up about an hour.

Ryan says seven; I usually do ten because I talk a little faster than the average bear.

Seven to ten bullet points of what you want to cover, and people, up front, set expectations. This is a simple system that has been used forever by journalists, by people recording information products, and all sorts of things.

It is called tell them what you are going to tell them, tell them what you tell them, and tell them what you told them.

Basically, at the beginning of the recording, we said what you are going to learn here. We kind of went into a quick overview of everything that was going to be on the recording so you can kind of decide if you want to invest your time right now to listen to all of it, I guess.

But also it sets an expectation for you to fulfill as you move through the product. Then you just go through your bullet points one at a time, and if there are questions, you go through your questions and answers one at a time and your follow-up questions until you are complete.

Then at the end you will do a little recap and tell them what all they learned, and I usually congratulate people at the beginning of the recording and at the end of the recording because they have taken the time to take action.

It is a personal preference, but I like people that do something. I can't stand knuckleheads. I have been in people's houses before that call me and say, "I just think you are the greatest expert in the world! I think you are the greatest! I am a big fan of yours! I want you to come down to my house."

I will go to their house. I was in a guy's house—as a matter of fact, a good friend of mine's house about maybe a year ago who just loves me. He has bought, I think, every product I have ever sold.

I went into his office, “Come on in! I want to show you around and show you what I do,” and on a book shelf in his office were probably the last two products that he bought from me.

One, he bought from me probably six months ago, and one a year ago. I am talking, these are \$2000 products, right?

Ryan: Right.

Perry: Still in the shrink wrap. He had not taken the wrap off the dad-gum products. I try to get people to consume things, so I congratulate them at the end of the recording and tell them that I think they are movers and shakers; they are going to make things happen.

Hopefully that will work for you. If you will go to www.DrivingTraffic.com/structure, I will give you a sample bullet point list of this recording and show you how we set this up and how simple it is.

Don't expect a lot. I will just tell you that right now. Obviously, if this is scripted, I am a cosmonaut. I mean, listen to this thing! It sounds like mass chaos, but raise your hands right now and clap three times if you are getting this, okay? Don't do that; I am kidding.

That is basically it: tell them what you are going to tell them, tell them what you tell them, and tell them what you told them for the recap. Put seven to ten bullet points in the middle, and you'll be great.

Be sure to put your disclaimers in the front. As a guy who has had my fair share of dealing with government agencies, you definitely want to disclaim income.

Don't tell people they are going to make a whole, whole bunch of money. “You are going to make tons of money if you'll just do this.”

You don't know what they are going to do or how well they are going to do it. That is just B.S. You don't ever want to do that. You don't want to get in trouble.

Be sure to swear off on any of the legal stuff: medical advice or legal advice. Anything that requires a professional license, tell them “This is information only. Defer to your professionals.”

Setting an audio quality expectation first thing in your recordings will save you more money. I got that from Bill Meyers. It will save you more money than you can ever expect whether you are doing audio, video, or whatever kind of product you are producing.

Ryan: It saves you money in refunds.

Perry: Yes, it saves you money in refunds. The last thing you want to do is you deliver a product to somebody and they go, "I didn't like it. It was scratchy, and you were sniffing in there."

"I just told you how to make a jillion dollars! What is wrong with you?"

But some people are like that. If you set that expectation up front, they stop listening to all that background noise, and they just listen to the product.

That is what you want to do. That sounds like, "Boy, he blew by that," but that is basically all we do.

Ryan: That is pretty much it. Let's talk about now: we've got the content. What do we do now that we've got the content to start monetizing and making money with it?

Why don't we start with burning the CD, something as simple as that? That is what we are talking about. You can sell audio MP3s online, but let's assume somebody wants to turn it into a physical product and sell it as a CD.

Let's talk about some of the specifics of burning the CD and creating the physical product.

Perry: We always record our products as MP3 files usually, and then if you are using a Windows machine, Windows has a media player, Windows Media Player, and it has a little option there that says, "Rip this to a CD." If not, there are a billion different ones. What are some of the ones you can buy?

Ryan: Nero...

Perry: Nero is the big one. You can download a trial of Nero, but there are a bunch of others. That is silly though; don't do it. Just use the one in Windows that goes with it.

If you are on Mac, I think Mac has one, too, or iTunes will do it. You bring it into iTunes, which is a free program. Say, "Rip this to a CD."

Once you've got your master CD, you are ready to duplicate. You can either duplicate on your own computer, which if you are only doing a few of these is not a bad idea, or you can use a duplication house.

Go to www.DrivingTraffic.com/vendors and we will hook you up with a couple people who do audio duplication, CD duplication and even people who do covers.

A book is not judged by its cover. Whoever wrote that is a moron. If you want to sell it, it is judged by its cover 100 percent! If you are selling an audio book or an audio CD, the image that you portray, the way that it looks, the picture of it is really important, especially if you are going to be selling on the Internet.

A lot of the sources we are going to tell you to sell through are going to be related to online. It doesn't mean you have to have a Web site, so don't freak out yet, okay?

A lot of them are related to online selling, and I always say when you buy something on the Internet, you don't buy that thing. You buy a picture of that thing.

The way that it looks visibly, and I am going to give you some resources for people who do cover designs and stuff like that, and I am not talking about people who are going to charge you \$500.

There are a lot of people who will give you good cover designs for \$40 or \$50 and make your thing look super professional.

Maybe you are a graphics person and you do your own. We will give you resources to the different tools that we use to make these products look so good.

If you look at the picture of this product when you bought it, this is one that I did myself, so you can bet this thing looked good! You know it looked good because that is what I do. No, I am kidding.

I may or may not have done this myself, but if I did it myself, I am stupid for doing it myself, okay? It will take me an hour, and in an hour, I could be recording another product and making a whole lot more money.

When we talk about these recording products, sometimes I will say, "I can make \$10,000 an hour recording audio products." Yeah, am I going to make that today? Of course not, but I've got audio products that I've sold that I've recorded in an hour that I sell \$10,000 worth of a month.

I have been selling them for \$10,000 a month for months and months and months and months and months and months.

Unless you are doing something really trendy, you might not necessarily want to talk about—I didn't mention that earlier. You don't necessarily want to talk about who is president and the hottest show on TV because I've got products out there in industries like importing and food vending and things like that which are evergreen industries. These things aren't going to change in the next 50 years.

Guess what I am going to be doing for the next 50 years? I am going to be pushing my stuff to these people. It is good stuff. I am going to be selling this information to people for the next 20 to 30 years.

I recorded this one time. Do you understand the power behind that? That is what makes information marketing work. You get to be your own record company basically.

Capital Records doesn't make their money from new, hot artists that they've got out. That is how they draw people in. They are not going to make any money off a brand new Jay-Z album, chances are.

They are going to make money on Jay-Z for the next 20 years when he is not so popular anymore, but in the long tail, they can still continue to sell the music.

Ryan:

You mentioned judging a book by its cover. One aspect of that isn't just the design of it, but it is also the title of the product. This isn't on our handy-dandy bullet point, but I would like to get you to talk because you are one of the best people I know about writing headlines and what not.

I would like to get you to talk a little bit about titling your audio products because really a good title is basically just a headline correct?

Talk about that for a little bit about how you approach titling products, how you do it, and some of the things you go through and things like that.

Perry: When you see the scan of this, I am writing, “Ryan dropped bomb.” This is one of those things that happens in an interview setting. This is not on the list.

The best thing to do that I have found for writing titles for these products: this is a headline. If you write a title for your audio product, you are writing a headline.

You don’t want to call it something that is innocuous because if you do, if I call this thing, “Audio Mastery,” I had better have a darn strong sub-headline that says, “How to make a lot of money recording products at home on your PC,” or whatever.

I don’t know what we are going to title this product yet because we haven’t written any sales material for it, but the point is I just like the how-to to start with.

It is hard to beat a how-to headline. It really is. You can beat it with “Who else wants to....” Headlines sometimes, but for titling a product, a book, or an audio book, “How to” works.

I like throwing in a couple other variables like “How to (blank) in (blank)—so many days or so much time.”

“How to make \$1000 an hour recording an audio product in less than 30 minutes guaranteed or your money back,” or whatever “without being an expert.”

Ryan: That is the key.

Perry: The without integer at the end really changes a lot of things for people.

Ryan: I don’t want to turn this into a headline-writing training or something like that. I think the key is that you do need to approach—don’t try to come up with these fancy whizz-bang titles that don’t really make sense.

Always think in terms of benefit: benefit-rich titles. The title that we come up with for this product, and Perry is right; we haven't thought about what that is going to be exactly, but I can guarantee it is going to be a benefit-rich thing.

It is going to make a statement; it is going to make a promise, and it is going to be a promise and a statement that is desirable to people.

I bet you right now, if you think back to the reason you invested in this training, it is going to be in large part because of the title that we gave it.

Don't kind of push that off to the side. Don't just have that be some kind of afterthought. There are so many book titles out there that are just terrible, and that is the reason they don't sell. There is also a lot of terrible books that sell just because they have good titles.

My suggestion is create good content, come up with good titles, and you've got the best of both worlds. Think about it in terms of that.

This is going to transition somewhat into copywriting which I know we are going to talk about. That might be a good thing to talk about copywriting now before we get into the whole concept of how we go about selling these things.

Perry:

Sure. That is important. If you will go to www.DrivingTraffic.com/copywriting, I will put some copywriting resources up there for you.

Copywriting is like—somebody said, “How much is a bag of groceries?” It depends on whether it is filled with steak or it is filled with rice. The amount of time, effort, and money you can spend learning to be a good copywriter is infinite.

I will give you some resources for people that I know that write copy that are pretty good, and some places you can go find copywriters.

If you are a good writer and you think you can convey your message to people, great. Go online and read a few articles that I suggest, and don't spend any money. Try and get your message across.

If you want to be a great copywriter, which I think is one of the most powerful skills in the world, I will give you some resources there, too. You can always hire somebody to write copy for you if you don't feel you can get the point across.

What you can do with copy is if you are going to be selling online, whether you are selling through a blog or you are going to be selling through social media, or through your Web site, or even with sales letter and postcards that you mail to people, you are going to have to learn how to get people's attention.

Basically the formula is AIDA: you have to get their *Attention*, you have to get them *Interested*, you have to get them to make a *Decision*, and then you have to get them to take *Action*.

Just deciding to buy a new car doesn't mean you are going to buy a new car. That salesman has to get you into the office and get you to the table and get the form in front of you so you can sign. He has got to lead you along the way, and that is what the action part is about.

Writing good copy, if nothing else, I can't teach you to write good copy in this recording. We've got like 12 minutes left.

Ryan: Yes, so go check out the resources.

Perry: Check out the resources, but basically remember this, and don't ever leave any part of this off. If you remember this, you will do as well as more than half of the people out there: make sure you write a headline that gets people's attention.

Make sure you follow it up with bullet points or connecting text that gets their interest. Convince them to make a decision to invest in your product or to get their product or whatever it is. Then assume that they said yes. Assume that they decided to get your stuff and lead them down a path of action.

The first three of those are convincing, and the last one is commanding. You say, "Okay, you've decided to do this now. I am going to take you by the hand, and I want you to walk over here, rip the credit card out of your back pocket, enter it into this form, and get started right now."

Tell them exactly, step by step, what you want them to do. If you do those things, if you have attention, interest, decision, and action, you will do way better than not having any structure.

If I see people make a big mistake in copywriting, the biggest mistake I see in copywriting is not good writing or bad writing or any of that, it is all structure, getting things out of order. If you ask people to make a decision before you've gotten their attention and their interest, it is not going to happen.

If you ask them to take action before you've got their attention and interest and they've made a decision to take action, it is not going to happen.

It's like walking into a bar and walking up to the first girl you see and say, "Hey, give me a kiss." She is probably going to smack you across the face.

You've not gone through the courtship process, and copywriting is courtship. That is what it is about. You are courting your prospect; you are warming them to you, and you are convincing them that you are the person to take advice from and that you have their interest at heart.

That shows through more than anything else. I will get off the copywriting soapbox in a second.

Make sure that you show in your copy that you have their best interests at heart, not yours. Don't talk about how "I need you to buy this because I need the money to buy me a GI Joe with a kung fu grip." None of that crap. It is all about them.

I will leave you with the last tip on copywriting. When you finish your copy for whatever it is that you are selling, go back through with the spellchecker on the computer and see how many places you have used "I" in your copy, and try to change the syntax of those sentences to start off with "you."

In other words, instead of "I want you to go buy this product right now because it will be good for your future," start it off with, "You really need to go buy this product right now because it is going to be great for your future."

Take "you" out of the equation. Remove the "I's" and replace them with "you's." If you do that, if you'll have three times more "you's" in your copy than you have "I's," you'll almost always have a better piece of copy.

Ryan: There again, if you go over to www.DrivingTraffic.com/copywriting, we'll provide some great resources, including a link to a totally free article that I know both Perry and I regard as one of the best pieces on copywriting ever.

It's a free article, and it's what we use to drive the bulk of our copywriting. So we'll make sure that's on that Web site as well.

Okay, so off of copywriting because like I said, that's way too big of a subject to talk about here. Let's spend the remainder of the time we have talking specifically about selling this stuff.

Perry: Okay.

Ryan: So how do we sell it, and how do we make money?

Perry: I'm going to be giving a lot of resources out here, so be sure to have your pencil ready.

How do you sell it? Well, our biggest source of selling products right now is selling online. That's not the only source that we use, but we sell a lot of products online because we're Internet guys. That's what we do.

In selling online, the number one thing that I would probably recommend to you is, everybody says, "Well, I can't sell online. I don't have a Web site."

Blogs are the hottest thing in the whole wide world right now. If you don't know what a blog is, it's a Web log, if you've been sleeping under a rock.

A blog is a Web site that's kind of a made-for-you Web site. I'll give you a resource. if you'll go to www.DrivingTraffic.com/blogging, I'll give you some blogging resources.

There are at least 20 places online you can set up a free blog and start writing about whatever it is that you're interested in. You can point people back to the blog.

I would not suggest you start off with a new Web site if you don't already have one. I'd suggest that you start off with a blog. And you can write about your product, and you can put it up there

and tell people all about it and do the same things you can do on a Web site with a blog.

You get people to buy it through Google Checkout or PayPal or one of the payment processors if you don't even have a credit card merchant to process through.

I'll give you resources on that at blogging. We'll have credit card companies on there that we like to use, people that work with information marketers.

Ryan: Maybe we'll put that over at "vendors."

Perry: At "vendors," I'm sorry. Just check those columns for the people that we use for processors. Again, you can use PayPal and you can use Google Checkout if you don't have a processor to get started. You can set those up in a matter of a few minutes.

You can be selling online without having a Web site, without ever building a Web site or paying anybody a nickel to build you a Web site. We do a lot of that with blogs.

Ryan: Yeah, you can go to www.WordPress.com and get set up with a blog totally for free.

Perry: In about a minute and a half.

Ryan: Squidoo is another that we might put in the category of a blog.

Perry: You can build a fan page on Squidoo around your product, whatever it is, which is pretty cool. Squidoo is another resource. We'll give you resources on Squidoo. At the blogging area, I'm going to talk about Squidoo and Twitter, which I absolutely love.

Twitter is a social media tool where you can go out and shout out to a bunch of people what you have. A bunch of people see it, and they'll comment back and you start conversations about what you have.

Basically, Squidoo, Facebook, and Twitter will all mainly drive people back to your blog page.

Ryan: Right.

Perry:

That's going to sound kind of confusing right now. But I'd say that a lot of people on this recording probably know what Facebook is. You might know what Twitter is. It's newer.

Facebook's been around a while, and MySpace. With all these social marketing places, it's kind of ridiculous anymore to build a Web site. Unless you just really feel like you have so much stuff that you have to pack it in there.

We're doing more and more and more and more with blogs right now and building fewer and fewer Web sites. So if you go to blogging, that's one of our number one ways to sell products, by putting your products up on the blog, talking about it on the blog, and letting other people comment.

The good news is that unlike a flat Web site, a blog is interactive. It allows people to come in and comment. The good news is, which you're going to find out with a blog, if you're not selling a lot of product, you're probably going to have people come in and tell you why.

They're going to be, "Ah, your product sucks!"

Ryan:

Yeah. Or they're not going to be saying anything at all. You're going to find that nobody's commenting on these particular articles. You know what? What I'm talking about isn't as interesting as I thought it was to people in my market.

I might need to change some things up. That's where going back to www.AllTop.com, which you've referenced before, that'll show you the top blogs in your market.

See what those people are talking about, and make sure you're talking about the things that interest the people in your market.

Perry:

Yeah. There's blogging and social media, and eventually you may want to graduate up to your own Web site, I don't know. I don't even know why you would anymore.

I'm becoming less and less a fan of static Web sites. I know I had to breeze over that, but just go look at those resources. You're going to find a lot of good information there.

Naked- next up—did I say "naked?"

Ryan:

I think you did. Freudian slip.

Perry: Yeah, it was a Freudian slip. He was kidding about us not being naked.

Ryan: No, I wasn't.

Perry: Okay, the next one is classified ads. This is one that's way overlooked, because everybody's like, "Oh, classified ads; nobody reads those anymore."

I'm going to give you some resources at www.DrivingTraffic.com/classifieds where you can get classified ads run all over the country that will promote your products.

You can drive them from the classified ad to one of your blogs or from a classified ad to one of your social networking pages, or you can just sell directly through the classified ad by mail.

There are a lot of different avenues to go with that. We'll put some resources up there for you that'll kind of get you going. Believe it or not, you've got good reach.

It does cost money to run classified ads in some of these things. I would suggest you probably try to test out more online to make sure you have a winning offer before you go forward with the classified ads.

One of the ways you can do that is with Google AdWords. We'll have that up at www.DrivingTraffic.com/Google. We're going to talk about Google AdWords and how you can run ads and test ads on Google AdWords to drive people to your social networking pages, your blogs, and all that to get you traffic.

When you're running those Google AdWords ads, they're like little bitty classified ads on the Internet.

Ryan: Right. So it basically allows you to inexpensively test classified ads.

Perry: Yeah. We'll kind of explain how you do that and kind of even explain how to write good Google AdWords ads. If you don't know who Google is—

Ryan: We can't help you.

Perry: --then take this CD and throw it out the window right now.

Next, I'll talk about Amazon.com. All these are going to have forward slashes basically at DrivingTraffic. This is going to be www.DrivingTraffic.com/Amazon. Amazon.com is a really great place to sell information products.

Are you going to get rich? Probably not. You're in a great big ocean of other stuff. But the cool thing about Amazon is that I can show in just a matter of a few minutes how to actually get your product on the Amazon searches, how to get you indexed into Amazon so that when people come onto Amazon looking for whatever it is you're an expert in, your product actually will show up in the searches.

There are two ways to sell on Amazon. One is through the Amazon marketplace, and that's where you basically make a deal to be included in the Amazon searches. You ship the product, and you do all the stuff.

The other way is to actually become an Amazon vendor. That way takes quite a bit longer. I'll give you some resources explaining the difference and how to become an Amazon vendor and really sell on Amazon directly to Amazon.

Either way, you get in the system. Actually, you can usually make more money the first way. You can get in the index very, very fast the first way.

The second way, you do more to get credibility and vast distribution than anything else. If you're in the Amazon catalogue, a lot of people grab data from Amazon to sell on a bunch of other Web sites.

If you actually get in the Amazon catalogue, it might take you six weeks to do it, but you're going to get distribution out into a lot of other Web sites.

Ryan: So again, just to clarify, the catalogue is kind of where all the "big, real books" are.

Perry: Yeah, right.

Ryan: So that's the Amazon catalogue. That's harder to get into. Amazon takes a much larger cut if you do that.

Perry: Yeah, they take about sixty percent of your money if you're actually in the catalogue. If you're in the Amazon marketplace, they take much, much, much less. It kind of flips.

But you're only reaching the Amazon audience with the marketplace. It's fast, but you only reach the Amazon market. Again, with the Amazon index, you get all of Amazon plus all the partners that draw in Amazon.

Ryan: Obviously, that's a whole separate training in and of itself. So check out www.DrivingTraffic.com/Amazon.

Perry: But just saying that your product is in Amazon, you can say, "Hey, go search my product right now."

If you can tell people you meet, "Hey, go buy my audio book. It's at Amazon. Just search it under Amazon. Just search my name under Amazon and you'll find it." That's pretty cool.

Ryan: Yeah, that's pretty powerful.

Perry: It gives you a whole bunch of credibility when you do that.

Next I'm going to talk about a little site I like to call eBay. My friend Andrew Lock is an eBay expert and has kind of helped us a lot with eBay.

eBay is a great place to sell information products, particularly lower dollar information products. If you're selling anywhere from an under \$100 product, then I highly recommend it.

Over \$100 products, if you're not famous or have a name yet, it's probably not going to do that much for you. But you can sell information by subject that's a \$15 to \$30 piece on eBay.

A lot of times, you can put up an auction for \$1.00 or less and sell a \$20 or \$30 product and just have the auction autoplay. If you'll go to www.DrivingTraffic.com/eBay, we'll put up some resources there for you that'll help you. I've got some videos from Andrew that explain a lot of things.

Ryan: One thing we do need to say about eBay, though, that has changed here fairly recently, it's been probably about a year. It used to be that you could sell digital products on eBay. Now they got rid of all the digital information products.

If you want to sell an information product on eBay, it needs to be in a CD or in a printed manual. But that is a good thing.

Perry: It's a good thing because most people aren't going to duplicate their stuff and make it. So it gives you a crazy good advantage, because where there used to be a million digital audio products on eBay, now there are a thousand or however many.

Your entry into that market is going to stand out so beautifully compared to what it used to do.

Ryan: Yeah.

Perry: You can ship a single CD to a customer for about five bucks anywhere in the U.S. That's printed, shipped, and everything.

When you go to our vendors area, you'll see the companies that'll do that for you. For a single CD, it's about five bucks. It's super cheap to do.

Man, I got to run through these fast.

Ryan: Yeah, we've got maybe ten minutes.

Perry: Yeah. The next thing is resellers. When you create an audio product, you can absolutely sell rights to that audio product. Resell rights, reprint rights.

Those rights can be very specific. You can sell to people who only sell at flea markets or fairs. You can sell to only people who have retail locations.

You can sell to people who are going to distribute your product in other countries, who are going to translate it into different languages.

If you go to www.DrivingTraffic.com/Licensing, we'll give you some licensing resources on how you can license your audio products. One of the biggest keys to this business is what you can get other people to do with your information.

If you want your brand to become more famous, if your objective—you know, my objective with this product, whatever it costs, and it's not going to cost a lot, is to get you interested in me, to get you interested in Ryan and what we do, and to get you started down a path.

I want this product to be broadly distributed, as much as is humanly possible. We may use different forms of licensing in order to do that.

So be sure to go to over to licensing and look at that. That's one of the secrets that really only the pros use. Most of the amateurs don't use that. That separates the men from the boys.

So, do you have comments about reselling?

Ryan:

Well, it just absolutely is an overlooked strategy. One of the fastest ways to do it, if you want to go over to the Warrior Forum at www.WarriorForum.com, I have a love-hate relationship with the Warrior Forum, but they have these things called Warrior Special Offers.

You're actually allowed to make offers to other people on the board once you've been there for a while. I see people do it sometimes, but not as much as they should.

They can go on there, and you can say, "Hey, look, I'm selling resell rights to this particular product." You can make some money on the resell rights and get distribution among other marketers.

It doesn't just have to be a marketing-related topic. There are marketers on there who are niche marketers, and they sell a lot of different stuff.

So you can go there and say, "Hey, I've got a bunch of audio interviews that I did on fly fishing, and I'm selling resell rights for X amount. So if you'd like to be able to sell my fly fishing ones, go for it."

Just do a search for Warrior Special Offers. We'll include a link in the licensing area as well.

Perry:

You can even do licenses where you just give people your data and they do the reproduction of it or inclusion of it. You might want to use that as a strategy, to give somebody it free.

If I want to call Donald Trump tomorrow and say, "Hey, Dodge! I'd sure like to be in your next book," I'd probably get a dial tone.

But I may be able to go to another expert in the field somewhere and say, "Hey, I've done this whole audio product on this great subject, and I'd like to give you the free rights to include it with your next big project."

It'll let you have an association. You're doing something for free for them. They get to make extra money and offer something to their customers, and it gives you some positioning.

There's all kinds of licensing. Be sure to go look at that.

Lastly, I want to talk about the CD of the Month Club. We've done a lot of this. Continuity is a big thing around here. We're in the continuity business big time, memberships and continuity.

If you'll go to www.DrivingTraffic.com/Continuity, there are three killer videos that Ryan's done on setting up your continuity business and how powerful continuity can be for you.

So be sure to look at that. Sometimes you can record a CD every month, have a club, send them out once a month, and have memberships that pay you forever and ever and ever and ever.

You only have to sell a person one time and then they get more data from you every single month.

Ryan: Now that you know how to create an audio product, the next step to take to create an interview of the month program is very, very short. So you definitely need to check that out, because that's the big secret to making big, big money.

All right, we've got about five minutes. Do you want to run through some other sources of income real quick, Perry?

Perry: Yeah, I want to hit other sources of income and just do a final wrap-up. One thing that people never pay attention to are leads. Leads are actually sometimes worth more money than the customers.

If you're in a market, like if you're selling a course on how to reduce your mortgage, let's say, or an audio on how to reduce your mortgage by 30%. People that buy that from you are going to give you their information to ship them the CD.

There are companies out there that will pay either from \$5 to \$50 per person for the lead information. The leads are very, very, very valuable.

If you'll go to www.DrivingTraffic.com/Leads, we'll try to explain that a little bit more and give you some resources there.

Affiliate programs, if you'll notice—this is the part where you're going to go, "I knew that sucker got me." If you'll notice, through this course, I'm referring you to different pages in our Web site.

Some of the resources I'm going to give you are free resources in there, and we're going to try to give you everything we possibly can that way.

Some of those resources are going to be links to paid services. Some of those paid services will actually give us a commission back if you decide to use them. It's one of the beautiful parts to audio recordings. You can refer people out and earn affiliate commissions, because you're going to need to buy these tools anyway.

I'd love to tell you that everything out there you need is free, but it ain't. When you go out there to get these tools that everybody's business uses, if I introduce you to those tools, these companies are going to pay me a little commission back or pay Ryan a little commission back for turning you on to them.

That's something that you need to do within your product. You've learned that lesson here in action. You've seen it live in action. So go to www.DrivingTraffic.com/AffiliatePrograms, and we'll kind of explain that more and show you some of the affiliate programs that we like.

Ryan: I'll tell you what I'll do, I know that we're kind of freaking people out by throwing out a lot of these links. If you go to www.DrivingTraffic.com/Resources, we will link to a lot of these other pages that we've told you about.

So that way you don't have to, well, you should write them down, but www.DrivingTraffic.com/Resources will link to all the other separate pages we told you about.

Perry: And lastly, what's the biggest reason you want to sell audio products? So you can sell more products, right?

Ryan: Right.

Perry: Hopefully, when you get off this recording today, you're going to jump into this business and start making money. If you're smart, you're going to reinvest some of the money you make back in to furthering your education.

How do we know all this stuff? Because we spent a bazoodle of money buying other peoples' stuff to learn, you know, studying and digging through.

One of the things you want to really concentrate on is upsells and cross-sells. You're going to probably develop big boxed courses and things like that.

If you'll go to www.DrivingTraffic.com/Rapid, I have a whole program on rapid product creation that talks about creating multimedia, DVD, print, books, all the other kind of products that you can have. How to build big boxed courses that sell for \$500 to \$2,000, sometimes more, and how you can bundle those all together as you walk people down a path.

If you just really like what I teach you today, you're probably going to go check out my rapid product creation. Maybe you'll choose to invest in something with me there.

You may choose to stay with me a long time and try all of my trainings and become an absolute fan. I hope you do. Maybe you won't maybe it's someone else that I turn you on to that you like.

However you do it, you need to continue your education. Your students are going to need to continue their education, or your readers or whoever they are.

So you definitely want to have things to followup to offer them. Creating that upsell is a really big deal, and having a, they call it a backend, to your product. If you're going to sell a cheap frontend, you definitely want a backend.

I've got a minute and a half to go. Let's do a quick wrap-up of what we learned. Do you want to do that?

Ryan: Alright, sure.

Perry:

Okay. First of all, like I said before, congratulations. You stuck with me for 78 minutes and 39 seconds. That's a long time to listen to me, way longer than my wife usually listens to me.

So, I just want to thank you for that. Congratulations for taking action. You're the kind of people that we like. Like I said before, I didn't make that up. We do care how well you do.

Let us know what you think of this recording. When it comes out, go to the DrivingTraffic blog. Post to us, talk to us. Stay in communication with us.

I'm on Twitter at www.Twitter.com/PerryBelcher. Ryan's on Twitter at www.Twitter.com/RyanDeiss.

Anyway, we've learned how to put together an audio product. You've learned that you don't have to be an expert. You've learned the basic structure. You know how to produce the product and get it out, and we gave you resources for that.

You've learned some basics on how we sell these information products and these audio products once you get them done, and all the different sources for that.

You've learned that there's a lot of different cool sources of income once you have the product done, in licensing, in upsells, lead generation, and affiliate programs.

Aren't you amazed right now at how much you've learned in a little over an hour? This should be pretty eye-opening to a lot of people. I'm pretty much done. I hope everybody's enjoyed the recording.

Ryan:

Yeah, thanks so much, Perry, and I do hope people have enjoyed the recording. I hope you got a lot out of this. I hope you'll take action.

I hope more than anything that we've showed you that you don't have to be an expert or a guru or whatever to go out there and get started and make money.

So go out and take action now.

