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## Lesson 1

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## **Cracking the Code to Ebook Success-- Creating Quick & Easy Info Products that Sell**

### **A 12-Week Virtual Workshop**

#### **Introduction**

#### **Lesson 1 — Dialing Up an Irresistible Topic**

#### **Lesson 2 – Positioning Your Product to Be Unique**

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Welcome!

It's time to spill the beans about what you know... AND make more money by doing it!

Before we get to Lesson 1, I wanted share a little bit about the course overall and what's coming up.

As you may know, information products are a great way for entrepreneurs and small business owners to turn their expertise into dollars for many reasons. They can...

1. **Position You as an Expert.** A well-written ebook demonstrates your expertise to prospects, clients, event planners, industry colleagues and more. Even better—once someone sees you as an expert on one topic, they see you as an expert in everything related to it as well.
2. **Build Your List.** Obviously, a freebie is a good incentive (an “ethical bribe” some call it) for getting people to sign-up for your email list. But having a paid info product can open the door to joint ventures that put you in front of others' lists as well.
3. **Step Customers Up to Bigger Ticket Items.** It takes a HUGE leap of faith to give hundreds or even thousands of dollars to someone you barely know. Info products can help bridge that gap and make prospects much more confident about investing in your higher dollar programs.
4. **Disarm Price Objections.** Prospects that don't fully understand the value of what you do are going to balk more about your prices. But a do-it-yourself type of ebook can be just the impetus they need to see the light.
5. **Make More While Working Less.** Create it once and sell it over and over again—24 hours a day, 7 days a week, 52 weeks a year whether you're at your desk or at the beach. Who wouldn't want that?

And the heart of most information products is an ebook.

One reason is because ebooks are so easy to make and easy to use—just print or read them online. Also, Adobe PDF (which is by far the most popular way to publish an ebook) is one of those rare formats that work fine on both a PC and Mac.

Plus, they're just the most convenient way to present a lot of information. Readers can...

- Search and find what they need in a snap
- Skip to the parts they're most interested in
- Click on hyperlinks to Internet resources, including audio & video

What's more, once you write the ebook, it's easy to **really amp up the sales appeal** by turning it into a simple info product system...

...a system that boosts your bottom line whether you're working with a client, attending a seminar, tending to your family, or roving the world.

So we're going to focus on creating ebooks first, then we'll hit on other formats (although most of the lessons can be used for creating non-ebook info products as well), and then...making your product a bestseller!

But for every ebook that's bringing in a steady stream of sales, there are probably 100 others strewn along the sides of the Internet superhighway.

So let's find out how to avoid a mistake that can kill an ebook before your fingers ever touch the keyboard....

## **Lesson 1—Dialing Up an Irresistible Topic**

I wish I could say to write whatever tickles your fancy and it'll be a hit. But you wouldn't want me to lie to you, right?

On the other hand, we're looking to create an info product system that funnels more clients and more income into your business.

So it would do little good for me to tell you which niches are hot right now (which changes about as often as politicians are giving "I had an affair" speeches these days anyway) since those niches may not be relevant to your clients and customers.

Therefore, we're going to focus on creating a product that will appeal to THEM--the people you're already working with *and* the people you want to work with.

And the surest route to client's heart is to **solve a problem** for them.

Sales of "how to" ebooks blow all other categories out of the water because we're ALWAYS trying to make our life and business better. But no one has time to do all the research and figure out the solution themselves. And anyone who's gone the trial and error route knows it costs too much time, money and sanity.

So we look for experts to tell us what to do and what NOT to do. How to do it right the first time, how to avoid the pitfalls. Basically, how to do it better, faster, easier, and sometimes cheaper.

You can be that expert!

**WAIT...If you just thought, “But I’m not an expert yet,”  
you need to read this box!**

Just last week a woman in the internet marketing Meetup I attend said,

*“I come to these types of events because I love the topic and feel like I know so little. But I forget that others in my business probably don’t know 90% of what I already know because they don’t come to events like this.”*

We ALL have a tendency to discount how much we know.

But how many times have you attended a seminar and realized you already knew a lot of what the expert was saying? Or been surprised when someone asks a question you thought everyone already knew the answer to?

I guarantee there are PLENTY of people who don’t know as much as you about what you do. And now, you’re going to share your expertise with the world. So keep reading...

But first you have to...

### Decide What YOU Want

We’re going to talk a whole lot about what the customers want because in the end, they’re the ones paying. But first, you need to **identify what your goals are** for creating the ebook—because it plays a role in what you write about and how you market it.

Remember the five benefits I mentioned above? Well, they’re back...

First, rank the five benefits in order of importance to you. Feel free to add any other goals you have that aren’t listed.

\_\_\_ Position You as an Expert

\_\_\_ Build Your List

\_\_\_ Step Customers Up to Bigger Ticket Items

\_\_\_ Disarm Price Objections

\_\_\_ Make More While Working Less

\_\_\_ Other \_\_\_\_\_

Now, for the ones you ranked in the top 3, answer the questions below (and skip the questions for the ones ranked 4<sup>th</sup> and 5<sup>th</sup>, unless you're feeling really industrious!)

**Position You as an Expert.** If someone could deem you an expert in one subject area, what would you want it to be? Which one would be most helpful in getting new clients?

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**Build Your List.** Whose lists would you LOVE to have access to? What topics complement their business' focus?

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**Step Customers Up to Bigger Ticket Items.** What program or service would you particularly like to attract more clients for? Is there anything that would be helpful for them to know or do before they're ready for that?

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**Disarm Price Objections.** Which service do you want to focus on? Is there a particular element of what you do that is either unique to you or is far more important than most clients realize?

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**Make More While Working Less.** What service do you NOT have time to do for everyone who's interested in it? Or that costs more than many prospects can spend? Is there a topic you don't have a service or program for that would be a good add-on to your other offerings?

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Now that you have an idea of what topics you may want to aim for, let's...

## Decipher What Your Clients are Hungry For

The best marketing in the world can't sell a topic people just don't care enough about. So taking the time to choose a problem with a market of buyers anxiously searching for a solution can save you tons of frustration and disappointment later.

Here are four steps to help you do exactly that...

**Step 1. What problems do they NEED your help with?** Take a few minutes to think about...

What problems do people ask me to solve over & over again?

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What problems have I overcome that I could teach others in a similar situation how to solve?

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To prod your memory, go back through your “sent” emails or notes you've taken from calls with prospective clients and see what comes up.

Of course, the best way to find out is to ask. You can use a free online tool like [Survey Monkey](#) to **send a short survey** to your ezine subscribers.

Or make it a super simple by sending a solo email to your list. Just tell them you're trying to figure out how you can best help them right now so you'd love for them to answer the question, "What do you struggle with most in your business?" All they need to do is hit "Reply," type in their answer and they're good to go. *(Often you'll get more responses this way too because it takes just a few seconds to do.)*

Either way, jot down the most popular answers...

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Now that you have a good idea of what they're struggling with, before you commit to a topic you need to ask yourself...

**Step 2. Do most of my prospects REALIZE they have this problem?**

If you surveyed your list you can probably go ahead to Step 3.

But if you didn't, take a minute or two to think about this. Because a lot of entrepreneurs don't. They're so eager to save people from this problem that they barrel forward without considering the difficulty of the road ahead.

Choosing to create a product for a problem your prospects don't know they have is like choosing the slow boat to China instead of the airline jet. Because...

- First, you have to **FIND them**. They're not going to seek you out for a problem they don't know they have.
- Then you have to **EDUCATE them** to make them aware of the fact they have a problem.
- And then you have to **CONVINCE them** it's important enough to do something about.

That's a lot of work.

On the other hand, when someone *knows* they have a problem and is already looking for an answer, all you have to do is show them your solution is the right one.

- ✓ So go back and cross off any problems you always have to “enlighten” prospects about.

Next, you should ask...

### **Step 3. Is this a problem my prospects are BURNING to solve?**

Not one that would be *nice* to solve—because we have an unbelievable willingness to put up with minor (and not so minor!) irritations for years. So this type of problem may *never* be important enough for them to take action about it.

You want a **problem that grates on their nerves every single day or jeopardizes their income, business, family, well-being or lifestyle.**

Because the more urgent the problem is the more motivated they'll be to buy your product.

- ✓ So go back and put a star by the problem you believe your prospects and customers are dying to solve.

If you're having trouble picking just one, the chart below may help. It shows what studies have revealed most often drive people to purchase information products.



In fact, when I looked at the list of the most popular products in the ClickBank marketplace (based on total sales and not affiliates), the categories that appeared the most frequently fell along similar lines:

1. Forex currency trading (make money/save effort)
2. Getting and using public records (make money)
3. Registry cleaners (save time because it speeds up your computer)
4. DIY alternative energy (save money)
5. Affiliate marketing (make money/save effort)
6. Weight loss (improve health)

So consider which of these outcomes is most relevant to the topics that remain and pare it down to one that:

- ✓ Has the higher ranking motivation(s) AND
- ✓ Best suits the goals you listed

And then there's one more step to take...

#### **Step 4. Dig into the Details**

Choosing a general topic is a sales killer. Because...

**The BIGGEST fear customers have is that your product or service  
will NOT deliver and they'll have wasted their money**

The more general the subject, the less likely you'll go into the depth they need...and the less likely you'll be able to solve their problem.

But when your product seems to be made "just for them" the more confident they'll be that you product will deliver what you promise. Which means they're **more apt to buy AND willing to pay more.**

For example, say you have a dog that goes ballistic when you leave the house and every time you come home it looks like a tornado has hit. Are you going to buy the ebook on how to have a well-behaved dog—or the one on how to eliminate separation anxiety?

It's a no brainer you'd choose the second because it's much more likely to tackle the exact problem you're dealing with, probably walking you through various scenarios and giving you several options to try. At most, the other may have one section on it.

Also (whether it's true or not), the fact that the author wrote an entire ebook on separation anxiety makes him look like more of an expert on it.

***Tip from Tracy:***

*If the solution for helping dogs with phobias is similar to separation anxiety, all the author has to do is tweak the ebook and voila—he has a second product that's highly appealing to different set of dog owners.*

Your turn—how you can narrow your topic to make it even *more* specific (and attractive) to buyers with that problem? What frustrates them the most? What's the most critical part?

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Again, if you're unsure, ask your list, your current clients or others you know that may have the same issue.

Finally, write a short statement summarizing what your product is going to cover and how it will help your customers so you have a crystal clear picture in your mind...

My ebook will...

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**Congratulations! Now you're set to discover how you can position your ebook for maximum potential in Lesson 2!**