

"Fast Info Product Creation"

- Video # 2 -

@ by Codrut Turcanu

WHY the "PDF Interview Book" Is the Best Idea for an Info Product and How Easy It Really Is to Create One Yourself

- 1. WHY a PDF Interview Book?**
 - 2. How to create one yourself the easy way*
 - 3. How to sell it without getting traffic yourself!**
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WHY a PDF Interview Book?

1. WHY a PDF?
2. WHY an Interview Book?
3. WHY not AUDIO or VIDEO?

1. PDFs are **universal available platforms** – they work on PC or laptops (with windows) and MAC computers with various platforms.

You want to avoid buying software that turns html or docs into exe files because you want to allow MAC & non windows users open your info-product with ADOBE reader or they won't be able to view your file, thus generating refunds! I learned this the hard way!

2. Interview books are compilations of success stories. Stories sell. And when you combine several success stories by experts from all walks of life within a specific niche, you have a hot-selling product.

3. Although you could ask higher prices for an audio or video product, this is more time consuming and requires real skills than cranking PDF books!

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How to create one yourself the easy way

1. Research potential niche topic ideas

Go into a general niche market like health, business, entertainment, beauty, computers, Internet, etc.

Dig for specific sub-niche topics like fitness training, starting a home-based business, how to perform magic tricks like a pro, skin care treatment, etc.

You want to focus on sub-niche topics where people have real problems and desperate wants. For e.g. they want to start a business fast, or they want to get rid of acne once and for all, etc.

- The best niches to enter are those where new information is constantly updating like for e.g. **Internet Marketing, Offline Business, Relationships, Marriage, Self-Development, Self-Improvement, Blogging**, etc.
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How to create one yourself the easy way

2. Research potential experts

You could easily find experts who have products on sites such as Amazon, ClickBank, PayDotCom

You could look for EzineArticle.com authors – usually those feature links to their sites/blogs at the bottom of their articles (in the RB)

Google for forums & blogs – you'll find many experts who at least have a **product**, a **service**, or **provide consulting** (online and/or offline)

These are the 3 secret ingredients of successful experts you want to interview.
Not anybody having tons of articles on EA are experts indeed!

But you're not done yet... read further!

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How to create one yourself the easy way

3. Create your list of questions (maximum 10)

Read actual interview products (offline/online) to get question ideas

Read the product sales letters (mostly feature bullet points to give you ideas)

Read forums and see what questions, problems, wants & needs your niche target market has...

Based on your findings, you'll be able to come up with a list of 10 initial q's. The more questions you have the less responses you get. So keep questions at minimum!

4. E-mail your contacts (experts) with your interview proposal

You have let these experts know that you appreciate their work (site, product, article, book, etc) and you'd like to interview them for your upcoming book.

In return you promise a free copy of the finished product once it's done, plus other benefits among getting free publicity and brand/business exposure in your book.

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How to sell it without getting traffic yourself!

1. Contact the experts you interviewed – most of them will be happy to review your product and promote it to their audience (site, blog and/or list)

That is the reason you want to get more experts in your book. One, two or three is not enough. Aim for at least 5 experts! More than 15 experts is kind of too much either! Keep a balance... usually I like to aim for 5-10 experts... or have 16-20 interviews and split them into stand alone products.

When you have another product in the back-end, you could recoup the 50% or so commissions you're offering to your affiliate to help you move hundreds of units of your product. That's SMART!

2. Contact other experts and potential JV / Super Affiliate partners

3. Promote your site using the top 3 best free traffic generating sources including forums, blog commenting and article marketing.
