



9 Simple Steps to Writing Information Products

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Passive income is crucial to growing your business in a way that is not dependent on your time input. Passive income is income that comes without you directly having to work for it on an ongoing basis. Examples are information products that you receive income on regularly having only put the time in once to write it, such as e books, assessment tools, manuals etc.

The steps to developing passive income are: -

Decide on the type of product you wish to develop and the topic.

The best way to do this is to think about your skills and interests and experience. If you are good at writing, a book or e book may be a good option for example. A good place to start is to extend articles you have written about or compile them together. Begin with a short ebook(10/20 pages and this can be extended then to a larger product as you realise you can sell items.

What sort of product would best be aligned with your skills, interests and experience?

Pick a gripping title that conveys the benefits

Titles are so important to selling an information product. The title must convey the benefits and have dramatic words that inspire the purchaser. Examples are” Guaranteed Ways” or “7 Steps to, or” How to Get.....” Look at other products on the market and get some ideas. Observe the sort of words they use.

Describe a title that is compelling?

Begin with an outline

Outline the key topics that you feel would be good to address. Consider your target market and what they need. These topics will form the basis for your chapters and will allow you to see if the material is balanced and comprehensive. Remember to include a biography of yourself and some bonus materials.

Outline your key areas here.

Write a few pages each day.

How do you eat an elephant? A bit every day. This is the best way to get the content prepared. If you try to do it all at once it will seem overwhelming. Set yourself a target and schedule time in for preparation. Keep an eye out for material that is relevant or which you can put down as a resource. If you keep this up in a few weeks you can have a substantial amount of content.

Outline your schedule for production

Check for repetition or missing areas

Reread the material and see if there are any key areas missing or you have repeated the material. Getting someone else to look at this material can be useful to get a fresh eye.

Is there any repetition or missing points?

Have your contact details on every page

Use the footer and header function to place your details on every page. This way you can be contacted in future or people may visit your website and be attracted to other products or your newsletter. Also if pages get displaced, people can still see who wrote the material.

Place a copyright at the bottom and convert to PDF to prevent copying

It is important that you protect your rights to this material. Including a statement that this material may not be copied and converting to a pdf will give some protection. Alternatively you may wish to consider a license arrangement where for an extra fee, buyers are able to obtain the rights to copy the material.

Test the material in the market and seek testimonials

Offer the product to people for free in return for a testimonial. Seek feedback and use testimonials on your marketing page. Test various price points and adjust. Often prices that end in a “7” have been shown to be attractive. The most common of these are “ 27, 67, 87, 97”. Offering the product at a discounted price initially with a fixed expiry date will increase the likelihood that you will get a response as opposed to an open-ended offer.

Develop a marketing page on your website

This is crucial to ensure you are selling your product well. Outline the problems people may have and the solution or benefits your product provides.

Add client testimonials, preferably with photos and numerous links for payment. Popular payment gateways are 1shoppingcart.com for credit cards and Paypal for direct payments. You may wish to develop a graphic for the cover, which will give extra credibility. If writing is not your strength, consider employing a copywriter. A cheap way of getting experts to write for you is via a website www.elance.com

How good is your marketing copy?

Do you outline the problems and the solutions you offer?

Have you tested the price?

ABOUT THE AUTHOR

Jane Johnson is a leading Performance and Life Purpose Coach. She has worked with many solo entrepreneurs, consultants, coaches and executives, to enhance their purpose and success in their career/business. She has also helped many find more fulfilling work.

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