



MODULE 10: PRODUCT CREATION

SEGMENT 3

In this session, we discussed the secrets to producing your own product or outsourcing it to someone else in an affordable way.

NOTES

10 "Do It Yourself" Steps

- ☐ Hire A Copywriter (Elance or oDesk)
- ☐ Produce VSL Scripts (Rev.com)
- ☐ Get VSL Scripts Approved (Clickbank)
- ☐ Produce All Graphic Artwork (Fiverr.com)
- ☐ Produce All Written Content
- ☐ Record VSL Audio (Audacity, sourceforge.net)
- ☐ Produce VSL Video (Fiverr.com)
- ☐ Build Website (Wordpress)
- ☐ Load Content & Lock-Down Site (Wishlist)
- ☐ Test Systems

DIY Resources & Tools

- ☐ Adobe
- ☐ Photo Editing
- ☐ Programs/Software
- ☐ Developing content outline
- ☐ Developing content
- ☐ Recording & Video equipment
- ☐ Proofing, rendering and editing



NOTES

How To Outsource

Develop content outlines

Project parameters

Compile a list of sites you either have Experience or Interest in:

- ☐ Elance
- ☐ Fivver
- ☐ 99 Designs

Action items when choosing an outsourcer:

- ☐ Launch Requests for bids on sites
- ☐ Review bids and portfolios
- ☐ Select person/company for job
- ☐ Get small test sample job completed
- ☐ Evaluate and move on to other projects