



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.

10 “Do It Yourself” Steps

NOTES

- 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



How To Outsource

NOTES

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