



MODULE 10

SEGMENT 3



Module #10

Product Creation

How To Self-Produce & Outsource



In This Class

- 10-Steps To A Self-Produced Product
- Prioritize & Organize
- What To Do Yourself & How
- How To Outsource

10-Steps To A Self-Produced



**Priority over
oncoming
vehicles**

1. Hire A Copywriter

10-Steps To A Self-Produced



**Priority over
oncoming
vehicles**

1. Hire A Copywriter
2. Produce VSL Scripts

10-Steps To A Self-Produced



**Priority over
oncoming
vehicles**

1. Hire A Copywriter
2. Produce VSL Scripts
3. Get VSL Scripts Approved

10-Steps To A Self-Produced



**Priority over
oncoming
vehicles**

1. Hire A Copywriter
2. Produce VSL Scripts
3. Get VSL Scripts Approved
4. Produce All Graphic Artwork

10-Steps To A Self-Produced



**Priority over
oncoming
vehicles**

1. Hire A Copywriter
2. Produce VSL Scripts
3. Get VSL Scripts Approved
4. Produce All Graphic Artwork
5. Produce All Written Content

10-Steps To A Self-Produced



Priority over
oncoming
vehicles

6. Record VSL Audio

10-Steps To A Self-Produced



Priority over
oncoming
vehicles

6. Record VSL Audio
7. Produce VSL Video

10-Steps To A Self-Produced



**Priority over
oncoming
vehicles**

6. Record VSL Audio
7. Produce VSL Video
8. Build Website

10-Steps To A Self-Produced



**Priority over
oncoming
vehicles**

6. Record VSL Audio
7. Produce VSL Video
8. Build Website
9. Load Content & Lock-Down Site

10-Steps To A Self-Produced



**Priority over
oncoming
vehicles**

6. Record VSL Audio
7. Produce VSL Video
8. Build Website
9. Load Content & Lock-Down Site
10. Test Systems

10-Steps To A Self-Produced



**Priority over
oncoming
vehicles**

Hire A Copywriter (Elance or
oDesk)

10-Steps To A Self-Produced



**Priority over
oncoming
vehicles**

Hire A Copywriter (Elance or
oDesk)

2. Produce VSL Scripts (Rev.com)

10-Steps To A Self-Produced



**Priority over
oncoming
vehicles**

- Hire A Copywriter (Elance or oDesk)
2. Produce VSL Scripts (Rev.com)
3. Get VSL Scripts Approved (Clickbank)

10-Steps To A Self-Produced



**Priority over
oncoming
vehicles**

1. Hire A Copywriter (Elance or oDesk)
2. Produce VSL Scripts (Rev.com)
3. Get VSL Scripts Approved (Clickbank)
4. Produce All Graphic Artwork (Fiverr.com)

10-Steps To A Self-Produced



**Priority over
oncoming
vehicles**

1. Hire A Copywriter (Elance or oDesk)
2. Produce VSL Scripts (Rev.com)
3. Get VSL Scripts Approved (Clickbank)
4. Produce All Graphic Artwork (Fiverr.com)
5. Produce All Written Content

10-Steps To A Self-Produced



**Priority over
oncoming
vehicles**

6. Record VSL Audio (Audacity)

10-Steps To A Self-Produced



**Priority over
oncoming
vehicles**

6. Record VSL Audio (Audacity)
7. Produce VSL Video (Fiverr.com)

10-Steps To A Self-Produced



**Priority over
oncoming
vehicles**

6. Record VSL Audio (Audacity)
7. Produce VSL Video (Fiverr.com)
8. Build Website (Wordpress)

10-Steps To A Self-Produced



**Priority over
oncoming
vehicles**

6. Record VSL Audio (Audacity)
7. Produce VSL Video (Fiverr.com)
8. Build Website (Wordpress)
9. Load Content & Lock-Down Site
(member.WishlistProducts.com)

10-Steps To A Self-Produced



**Priority over
oncoming
vehicles**

6. Record VSL Audio (Audacity)
7. Produce VSL Video (Fiverr.com)
8. Build Website (Wordpress)
9. Load Content & Lock-Down Site (member.WishlistProducts.com)
10. Test Systems

Do It Yourself

Adobe

- Photo Editing
- Programs/Software
- Developing Content Outline
- Developing Content
- Recording & Video Equipment
- Proofing, Rendering And Editing



How To Outsource



How To Outsource

Develop Content Outlines

2. Project Parameters

3. Compile A List Of Sites You Either Have Experience Or Interest In

- a. Elance.com
- b. Fivver.com
- c. 99 Designs.com
- d. Etc.



How To Outsource

How To Outsource

4. Launch Requests for bids on sites
5. Review bids and portfolios
6. Select person/company for job
7. Get small test sample job completed

Outsourcing Hints

Outsourcing Hints

- 100 pg eBook = 2 Weeks
- 12 Point Font = 350 Words / Page Avg.
- \$0.03 / Word For Decent Writer = \$25 /hr. & Includes Some Research
- Can Be Less (With A More Detailed Outline)
- Double This Cost For Written VSLs
- Provide Well-Converting VSL's URLs

Breaking In Your New Copywriter

Breaking In Your New Copywriter

- Speak An Audio For Them
- Give Examples Of Your Writing Style
- Start With Small Projects
- Set Time Limits
- Spot Check Their Work Initially

Let's Review

- 10-Steps To A Self-Produced Product
- Prioritize & Organize
- What To Do Yourself & How
- How To Outsource