



PHASE 2

SEGMENT 2



[Content Creation Game Plan]



In This Class

- Content Creation Options
- 6 Ways To Find And Use Other People's Expertise
- Tools & Resources For Compiling Your Product
- 5 Ways To Outsource Your Content
- Types of Products and Delivery Formats
- How To Create Upsells & Downsells
- Suggestions For Bonus Content and Free Content For Your Opt-in Page

Content Creation Game Plan

Options

- Are You The Expert?
 - Write an outline based on the needs of your target customer. It should come naturally.
- Not An Expert?
 - Be an expert “by association”.. Use someone else’s expertise and knowledge by interviewing an expert (either in writing or an audio).

Content Creation Game Plan

How To Find Experts

- ✓ Google
- ✓ Affiliate Marketplaces
- ✓ Amazon (Authors)
- ✓ Search Blogs In Your Niche
- ✓ PRWeb.com
- ✓ LinkedIn.com



Content Creation Game Plan

Interviewing The Expert

- Option 1: Send questions and get answers in writing and turn into a PDF



Content Creation Game Plan

Interviewing The Expert

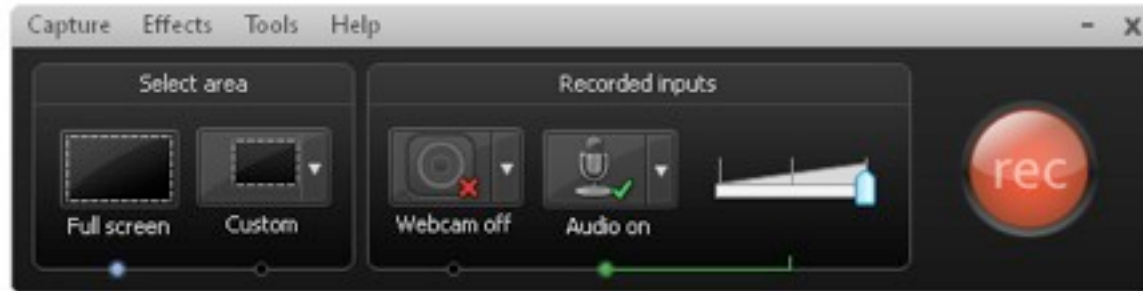
- Option 2 – Use Skype + “MP3 Skype Recorder” (free). Use a quality USB mic (\$50 and up).
 - Use free audio editing tool like Audacity from www.sourceforge.net.



Content Creation Game Plan

Interviewing The Expert

- Option 3 – Interview them on Google+ and record screen
 - Ex: Camtasia from TechSmith.com or alternative screen capture software).



Content Creation Game Plan

Have A Budget?

Outsource content to “ghostwriters” who will research and write the content based on your direction (i.e., the specific problem you’re solving for your target niche).



Content Creation Game Plan

Outsourcing Resources & Options

- Elance.com
- Odesk.com
- Freelancer.com
- WarriorForum.com (“For Hire” section)
- iWriter.com
- Search Google for “Ghostwriter” or “Content Writer”.
- Rewrite Private Label (PLR) Content or Hire Someone To Rewrite It.

Content Creation Game Plan

Product Formats

1. PDF

- Including transcripts – via <http://www.idictate.com/> or elance.com – checklists, resources, etc.

Tools:

- Microsoft Word
- OpenOffice.org (Free Microsoft Clone)

Content Creation Game Plan

2. **Video** (MP4)

- How-To Screen-Capture, Or 'Live' Instructional Training Such As Fitness Training, Landscaping, Etc.. Anything That Can Be Demonstrated).

3. **Audio** (MP3)

- Ex: An Audio Book or Recording Of An Interview, Or Audio Version Of A Video Tutorial.

Content Creation Game Plan

4. **Plug-In** (WordPress)

5. **Software / App**

6. **DVD / CD** (www.kunaki.com)



Content Creation Game Plan

Upsells / Downsells

- Defined:
 - An “Upsell” Is An Additional Product Offered To A Customer After They’ve Purchased A Product.
 - A “Downsell” Is An Alternative Offer If They Pass On Purchasing The Upsell. *Example:* Could Be A Lower Price For The Same Upsell Product Or A Completely Different Product Offer.

Content Creation Game Plan

Types of Upsells / Downsells

- Create Additional Content/Product/Service That **Compliments** The Primary Offer In Some Way.
- ✓ Examples: Offer Something That Automates The Front-End Product Or Makes The Process Faster, Easier, Saves Time, Saves Money, Or... Allows Them To Get Better Results, Or “Done For Them” Such As Templates, Checklists, etc.

Content Creation Game Plan

Types of Upsells / Downsells



TIP: (1) Do Not Make This Additional Content/Offer A Required Purchase In Order For The Primary Offer To Work Or See Results!

(2) Don't "Hijack" Your Customers. Always Give Them A Way "Out" Of The Page If Passing On The Upsell /

Content Creation Game Plan

Bonus Content

- This Content Is Included With The Offer For Free And Serves As An “Added Value” Item That Increases The Perceived Value Of Your Offer To Boost Sales.
- ✓ Examples: Short Report, A Tool/Software, A Spreadsheet, An Additional Guide That Provides A Solution To An Additional Related Problem, OR An Additional Method For Digesting The Content Such As An Audio Version Or A PDF Transcript (If The Main Product Is An Audio Or Video), Etc

Content Creation Game Plan

Bonus Content



TIP: Bonus Content Can Be Offered With Any Offer (With Front-End Or Back-End Upsells) To Boost Sales.

Content Creation Game Plan

FREE Report Content

- You'll Need Content To Attract Leads Into Your Sales Funnel (Discussed In The Next Video).
- First Impressions Go A Long Way At This First Stage Of Introduction With Your Lead, So Impress Them With This Content.

Content Creation Game Plan

FREE Report Content

- ❑ Types Of Content:
 - ✓ PDF Report, Audio, Video, Trial Offer. This Content Is Typically Less In Volume Than Beefier Content That You Would Sell, But Must Be Useful, Quality Content.

In The Next Video...

Mapping Out Your Sales Funnel