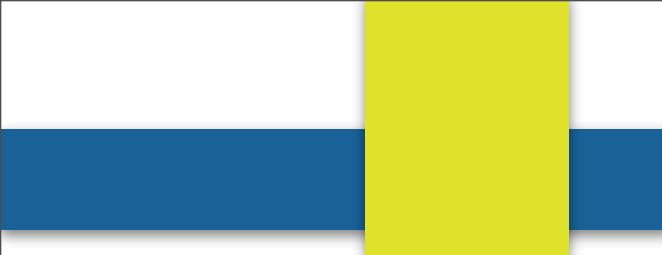




# PHASE 2

# 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

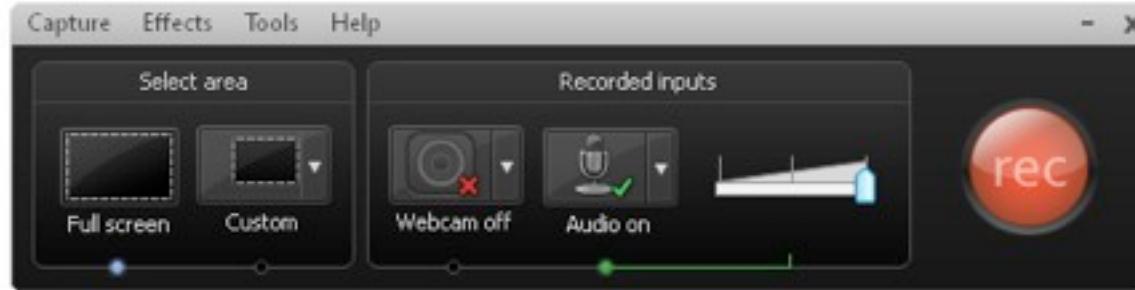
- Option 2 – Use Skype + “MP3 Skype Recorder” (free). Use a quality USB mic (\$50 and up).
  - Use free audio editing tool like Audacity from [www.sourceforge.net](http://www.sourceforge.net).



# Content Creation Game Plan

## Interviewing The Expert

- Option 3 – Interview them on Google+ and record screen
  - Ex: Camtasia from [TechSmith.com](http://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](http://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