

Module 10 - Video 3 - How To Self Produce and Outsource

Tom: This is Tom Hitchins in Module number 10, Product Creation. We're going to talk in this video about how to self produce and outsource your own product. In this class, we're going to talk about the 10 steps to a self-produced product. Those 10 steps will build this entire product for you anytime you want as long as you follow this thing 10 steps and I'm going to go through them not exactly in detail. I'm going to outline them for you. I don't need to go through them in detail because they are pretty self explanatory and you'll see why I want to get into this. We're going to talk about prioritizing and organizing your plan to build this product.

It has to be done in sequence. It has to be done organized. You have to have a plan. We're going to talk about what to do yourself and how to do that. We're going to talk about outsourcing as well so that if you wanted to actually have other people do this for you or do a combination of some of yourself and some outsourcing, you'll be able to do that. These are the 10 steps and you'll be able to replay this video and write them down. I'm going to go through it rather quickly but these 10 steps are where the rubber meets the road. This is exactly how you build a product for yourself. We're talking a digital product or you can also use this for physical product production as far as the funnel is concerned.

You'll buy a product or license a product or produce a product on your own that you own or maybe you already have a product that you like to sell. You can do that through the same process and some of the things that we talk about generating digital products aren't necessarily what you would have to do if you're selling a physical product but there are things in the funnel that are necessary for you to do to support the sale of that physical product. You'll decide for yourself which of these 10 points you need and which ones you won't. The first step in the 10-step process is to hire a copywriter.

I don't profess to be a copywriter yet I've written my own book. I've been a very good writer all my life but I don't know that I would be able to call myself a copywriter per se. Sure, I could take a stab at it and I think I'm pretty good at it. That doesn't mean I'm going to be as good as someone that does this for a living sort of don't try this at home. You want to get a copywriter. You want someone who's that is really skilled in polishing up and adding the color and the flavor and the silkiness to your words. What I do is I write things out. I outline things. I write out my ideas and then I send that off to a copywriter and I'll show you how I'll do that through this process.

The next thing you're going to do is you're going to do is you're going to produce a VSL script, a Video Sales Letter script. That script, once is produced will be able to help you through the next process which is to get your VSL scripts approved. What do I mean by that approved? If you're going to sell your product on a platform like Clickbank for instance, Clickbank wants to approve your scripts before you produce them. I would advise you to do that. Get these scripts

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approved because if you produce the scripts after it's written out and you have spent all this money for producing audio tracks and video tracks and all kinds of beautiful graphics and then you submit that to Clickbank to approve the VSL after it's finished, what happens if they want to change it?

They will want to change it, I promise you. There are going to be some things that they are going to find in your script that they would like to have worded a little bit differently and now you have to go back and reproduce the whole thing all over again. Don't do that. Get your VSL script approved. We'll show you how to do that. Now, you're going to produce all graphic artwork at this point. The graphic artwork are going to support what your scripts are and what your copywriter came up with. It all just plays into place here with number four and number five is produce all written content.

You can do these two at the same time. They usually work hand in hand. The next step, number six is to record your VSL audio track. That audio track is produced first before you actually produce the video to go along with it. Number seven is to produce your VSL video right after that. Number eight, you're going to build a website if that's how you plan on selling your product. If you have a digital product, you have to think about how you're going to deliver that product to your customer. Typically, it's done through a website. If you have a physical product then no problem, maybe what you want to do though is even though you're fulfilling or having your physical product sent out by a fulfillment house, you also want to have a website to support that product.

You want to have some pictures of that product, a content talking about it and so on. You know what I mean about that. You need to build your website at this point. Number nine, you're going to load your content and lock down your site for members. It doesn't make any sense to have a product for sale when anyone from the public can access that site. You want to make sure that you have a log in and a password locking down that site or log in and password to access that lockdown site after you've loaded in the content. Number 10, you're going to test the systems thoroughly before you release it to the public.

Now, I've gone through that rather quickly but those are your 10 steps and we're going to cover all of them more in detail now. Now, let's go back to the beginning. We're going to hire a copywriter. You've seen this before, you may have already used them. Elance or oDesk.com are two places you can go to actually hire a copywriter. Let's go over here to Elance. Elance.com and this page is how it works. This is the how it works page. When you go to this page, I would recommend that you scroll through here and find out how to post a job, get recommendations, hire a freelancer and so on. Learn how to use this website, it is very easy to do.

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I am not going to take the time to go through this with you. You probably have seen multiple videos and multiple webinars through this company as far as producing content for you. I know myself from watching these webinars, videos and recorded other content that talks about outsourcing. It's very easy to post a job on Elance or you can choose to use oDesk.com. Both of these are freelancer websites where people that are into production of content especially if you're looking for a copywriter, you could find them right here. All you do is post your job online, you can ... Every website is a little different just read through.

You can see here, I've gone to this page in particular. This is basically their how-to page. You would post, you'll take bids, you'll hire someone. You'll track their progress and you'll pay them. It's basically that simple. Now, we'll go back to the list here. That's hiring a copywriter. Another way you can hire a copywriter is to network. Go to events, online marketing events where you'll find a variety of people talk about at these events. Maybe there are going to be a featured speaker. Maybe you'll hear other people through their experiences that you'll meet at the event talk about what copywriters they've used.

You can do your own online searches for copywriters. Put your ear to the ground and try to find out who do you think is the best copywriter for you. I used a copywriter many times and the copywriter that I've used, in fact, all the copywriters that I've used and I've used several, I've all found through the networking process. I never used oDesk or Elance unless I wanted to do something quick like an e-book or different white papers I've produced but you can find copywriters there as well and those are good resources for you. Now, to produce your VSL script, you know, the best way I found to do it is to copy other people's successful VSLs.

If you go out to Clickbank and you look at some of the products that are listed at the niche that you're interested in selling a product in. In that niche, you'll find products on Clickbank in their marketplace section. You've probably already been there. You may already be an affiliate of some of those products on Clickbank. Most of you who are that are listening to my voice probably already have done that. You know that when you go through the marketplace at Clickbank, you'll be looking for the various products and you can search by what they call gravity.

Gravity simply means a gravity rating is how many people over the last 30 days made money selling their product. The higher the number, the higher the gravity number means the more people have actually made money from that and that's how you can actually rank those products. We always like to have a gravity of 30 or better if you can. Not every niche will have enough products listed or enough people making money off of those products that you'll get a gravity that high but

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go with the highest gravity and the niche that you're interested in. Check out those products and see how they sell that product to the public.

Some people will use written sales letters or it's a webpage. You click on the sales link and it takes you to a written sales letter and you'll scroll through it, you'll make your purchase if you decide that the sales letter is convincing enough and you like what you see or many people these days are using videos to sell their products. That's what a video sales letter is, a VSL. You can go to one of those products that you think is doing very well based on the gravity and also from things that you've heard from other people and your business. There's a lot of people selling that product and you know some of the people that are selling it.

Talk to them, find out what they think about it, ask them if they're satisfied with the commissions that they're receiving and the sales rates that are coming through when they send those subscribers to the thank-you pages on their often pages where they're featuring a VSL. Find out if that affiliate is actually liking the sales that are coming through. If you like what you're hearing and you like what you see on the website on Clickbank then go through the VSL, watch the VSL. If you like it, all you have to do is get the link, that URL for that page. That VSL was listed on a webpage that will have a URL, copy that and go to Rev.com, R-E-V dot com.

When you go there, I'm going there right now with you. Here is Rev.com. This is a website that will actually take that URL that you plug in here and they will do a transcription of that audio for you for one dollar per minute. If that's a 30-minute VSL, it will only cost you \$30 to do a full audio transcription. That will come to you by email. It will be in a text document of some type and all you have to do is plug that into whatever your Wordpress document is and then you could start scratching around and editing that document. I wouldn't copy it. I'm not telling you to do that. I'm saying, take their ideas as far as the structure of their VSL and we'll get into the structure of the VSL later on in this module. I'll do a video on that for you.

When you're building your VSL, you want to follow a certain sequence and a good way to follow a successful VSL sequence is to actually have it transcribed. Here is a way to do it. Rev.com, very easy site to follow, I've used it many times. It's a great resource. The third step is to get a VSL script approved by Clickbank as I mentioned to you. It's really easy to do that. If you're already a member of Clickbank, just go to their website and I've gone here for you. At the top, I've gone through their knowledge base. I've gone to the how-can-we-help-you page where you'll see this section right over here, vendors.

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Click on this, get started, sorry, setting up your vendor account. If you click on that, Clickbank will walk you through the process of what you need to do to get your first product placed on their platform. They'll take you through the whole step. There's a lot of reading here but I want you to get used at this whole process. You can start right here. It's really easy. Click on creating your first product. When you do that, it will walk you through, let me see here, there are, go to the bottom of this, there are eight parts of this. This is, it will cost you \$49.45. It's a one-time activation charge to get your product on Clickbank.

This is the product approval process right here in number six. I want you to read about that. When you follow these instructions in this section, it will tell you exactly step by step what you need to do to take your VSL script and get it approved by submitting it to the support desk at Clickbank. You'll open a ticket. You'll submit your script, one ticket for each VSL that you produce. The VSL that you're going to produce, if you remember, we talked about that a little bit in some of the other videos if you've heard all of my videos on this module, the elements of your funnel would be a video sales letter for your main offer, a video sales letter for an upsell that you may want to do, another video sales letter for a second upsell and another video sales letter for a downsell.

Those are typically the process you would follow for four VSLs of every product that you've built. Each of those VSLs should be submitted in writing form, in the form of opening a ticket, one ticket per VSL and just follow the instructions in Clickbank and read through about how to become a vendor. You're no longer going to be an affiliate now. You're a vendor, you're selling a product. Read up on that on the Clickbank website. Now, I'm going to go back here to our PowerPoint and let's continue on. You're going to get your VSL approved. Now, if you're going to host these VSLs on your own platform then you don't need to get that script approved. All you need to do is be happy with it yourself.

If you and your copywriter are happy that you have everything in there that you believe will work then put your own funnel together on your own sales page and go for it but if you have to go through a platform like Clickbank, it's always good to get that script approved first. Number four, we're going to produce all of the graphic artwork and I would go to Fiverr.com. I think that's one of the easiest, inexpensive places you can go to get everything from graphic and design, all these different categories, online marketing, writing and translation, you can even find some copywriters here if you want.

I'm not sure I would go to a place like Fiverr.com for a copywriter but you know what, if you're cheap enough, you can always give them a small job and let them start that way which I recommend you do anyway no matter what copywriter you start with. Give them something small like an e-book to write and see if you like working with them. If you like their product, if you like their pricing but these

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are places that you can go to get all kinds of things done for a very great price. Anything that you're going to use in this product of yours, you're going to have, you're going to need some web design, you're going to need some individual product or pictures of your product.

If you have no picture of a digital product then create through a graphic designer and you can do it here on Fiverr or you can do it through a private graphic designer. Produce icons, produce images, produce a logo, get your look and feel of a website and have all of that designed here so that then a web designer, I'm sorry, a web builder will be able to take that image and slice it up into HTML code and make a page for you and using all of those graphics. Right at this point of the process, after you have your scripts in for approval, if you've done that, you're now going to start working on all of your graphic artwork.

Number five is to produce all written content, this is where you're busy now. You're writing out your outline. The outline of your product is very important. If you've heard some of the other videos that I've done in this module, we talked about actually using a funnel chart to graphically depict everything, all the elements in your product that needs to be produced, follow that chart. That tells you the order of things that need to be produced and where you're going to use them. For instance, are you going to use them as a bonus in your main offer or are you going to use them as a bonus in one of your upsells?

When you actually have to then start thinking in detail about each one of these products and these elements in your product itself, you should put it into a written contract into an outline form first and then start filling out, putting some meat on the bones if you will. If you want, this is where a copywriter can also help you do that. I've used a copywriter for this because writing that content is very time consuming. My process is that I will visualize a product, I'll outline it myself, I'll even script out a rough draft of the VSL and then with all of these elements, I just send that off to my copywriter and then on number six, I'm going to record my VSL audio track.

If you're going to be the voice of your product, then you can do this yourself. All you need is a product called Audacity. I'm using a Mac and Audacity works beautifully on my Mac. I can't remember if I paid for Audacity. I think it may be free. If I did have to pay for it, it was a very little cost. It's been a while since I've actually gotten that application on my Mac but it is a great product and you hook up a microphone to it, you can use a USB microphone if you wish and I usually go into my wife's walk-in closet, I got this idea from [inaudible 00:18:09]. It was a brilliant idea.

I don't have a sound studio. I have large walk-in closets in our home. I set up my laptop computer in there, reading off a script into a microphone using Audacity

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on my laptop computer and I produce my own audio track for my VSL after it's been approved of course, after it has been written and polished by the copywriter and approved by me then I record it. After you record your audio track for your VSL, you then produce your video track. Honestly, I found the best places to go to get a video produced from my audio is to go to Fiverr.com, right here. Video and animation, there's a place that I will actually start digging in and looking for people that can help me produce what we call a kinetic VSL.

Kinetic would be something that you've seen many times before. It's usually a white background with black text on the screen and as someone is going along and delivering their presentation through that VSL, all of these words are actually scrolling across the screen that it becomes a mesmerizing thing that people just can't seem to take their eyes off of it. That's the place that I go to get my video track produced but you can use any other outsource that you may want to. The next step is we're going to build a website. As I'm having my outsourcer produce the video for me for my VSLs, I'm having my copywriter doing some things as far as the content that's going to go on my website, I'm going to then produce a logo.

I'm going to come up with a color scheme and a theme that I want to use for my website. I'm partial to Wordpress because of its simplicity, its open source. You can get a website put together free if you know how to do that yourself or you can hire someone to build a web or a Wordpress website for you. Another reason I like Wordpress is because it is open source. There are hundreds of add-ons that you can add to your theme that can do everything from soup and nuts. It can wash the windows for you if you want to. It's robust, using Wordpress and whatever niche you're into and however you're selling your product, all of these different add-ons can just make all of the little features that you need to have on that Wordpress website come alive and work for you.

One of those features that you would use on a Wordpress website is 2something called WishList and it's the ability for you after you're loading your content on to this already-built website now, you want to lock that content down so that the only way someone could access it is by you providing them a password and a log-in name. You give them the link and you give them their log-in credentials and with member.WishlistProducts.com which I'll go to right here. Yes, I have it right here, there you go. For a nominal fee, I think it was somewhere around \$150 or something like that, you can actually have WishList loaded on to your Wordpress website and it gives you the ability to manage all of your members and lock them down and give them permissions based on whatever their level of membership is.

It's a beautiful thing to add on to a website produced on a Wordpress platform. It's great. I recommend it highly. I use it right now on many of my products, my

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websites and I think you'll like it too. The last step is to test your systems because at this point now, you probably have everything finished. Your VSLs are finished. You have them loaded on to order pages or VSL pages which are nothing more than your upsell or your main offer product pages. We'll talk more about that in some other videos but here I'm just giving you these 10 steps and you can see that this is the entire process.

These 10 steps, you'll be able to build your own product. Let's get into some of the detail here and some strategies about how to make some of this work. I want to pull back the curtain on some of these areas that we've gone over rather quickly. For you to do some of this stuff yourself, if you're good at Adobe products like Illustrator or Photoshop, you're way ahead of the ball game. You maybe not don't even need to have a graphic designer, you can produce a lot of this on your own. If you're like me, I'm not really good about doing this kind of stuff. I know what I want but I don't want to be bothered building it. I outsource it.

There are programs and software that you can use to do other graphic design or other content production that you want. You can develop your content doing it yourself. If you want to, I as I said, I usually write a lot of my things myself but then I have a copywriter polish it up and edit it for me. It's a time saver for me as much as it is anything else. Recording and video equipment is nothing more than my laptop computer using Audacity, as I mentioned to you before, I use a Mac and I got the Audacity application on this Mac and I use a USB plug-in microphone. I think I spent about \$40 for it. It even clips on to the top of my laptop right above the screen.

As I'm standing there in my wife's walk-in closet, everything is quiet, the clothes around me just seemed to keep the echoes away. I have the microphone about eight to 10 inches away from my mouth and I just start delivering. What's great about Audacity is that it gives you an easy platform for you then to go in and edit out any mistakes you've made. If I do a misread of a sentence, I'll just pause for a moment and start that sentence over again or that paragraph over again. Once I complete the track in Audacity, I could actually go in there and just delete those sections of that soundtrack. It's very easily done. I could export it in any format that I want, usually an mp3 is what I'll use on the export and then I'll just email or upload to a Dropbox account or something like that the audio file.

My outsourcer will download it and put the video to it. Recording and video equipment is very easy to do, just search on Google and find different things that are used and offered. You'll find some blogs written about this. It's very easy to find some equipment maybe that would be just best for you. Proofing and rendering and editing is always a great idea. You don't want to produce a VSL with a lot of typos they just, it makes you look stupid. You don't want to look

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stupid in your VSLs especially after you spent hundreds of dollars to get that thing produced.

Take the time to edit it. Go over and over and over every word, every punctuation and then have two or three other people look at it for you. Every time I send it out after I think it's perfect. I always get someone to find something here and there, maybe I had the wrong application of the word here instead of H-E-E-R or H-E-R-E, I should say it's actually written as H-E-A-R. These are things that you may not catch reading through it yourself because you get so close to it.

How to outsource is really easy. I've been showing you some of that already. You're going to develop content outlines and then you're going to get project parameters put together and then you send that out to your outsource or whether it would be on an Elance or an oDesk. You compile a list of sites you either have experience or interest in and there they are again, Elance, Fiverr.com and so on. There's another one too, 99Designs.com. Another way to outsource is to launch request for bids on sites like Elance and oDesk. I like doing that and I like Fiverr.com for the same reason because you could actually go out and place bids for people to bid on your work and then you can review the bids.

If you want to, again, start off by giving a brand-new person you've never met before but you seem to like them and you've read the reviews and other people seem to like them, give them a small job to start with. That's usually the best way to go. Another way is to review bids and portfolios of the people that have actually been bidding on your work, go look at some of the other work that they've done for other people. Select the person or company for your job. Get a small test sample job completed. Here's another tip for you, another hint, a typical e-book will take about two weeks to produce if there's roughly a hundred pages. If you're going to produce something half the time, look for about a week to 10 days.

Typically, you're going to find that if someone writes out in 12-point font for you, each page is about 350 words because of many times, they're going to actually bid based on the number of words that they write for you. Typically, you're going to find that about three cents per word for a decent writer is going to cost you about \$25 an hour typically and will include some research. That's why I like to have someone bid on this because I want to see the varying prices and see how different copywriters would propose to do the job. You want them to do a little research for you because that's part of copywriting.

They will go out and find different phrases or different terminology that is used in the industry or in your niche. They will find out what some of the other copywriters are writing in their copy for various video sales letters if that's what

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they're doing for you or e-books. You can spend a little bit less if you give them a very detailed outline. I like to do detailed because I want to make sure that there's no mistakes of exactly what I'm looking for. The copywriters that I work with just seem to love that. Maybe they'll save you a little bit of money if you give them more detail. They don't have to guess as much or do more research to figure out what you actually want.

You can double this cost by the way for an e-book. You can double that for written VSLs. That just gives you a little bit of an outsourcing hint, tip there. Provide well-converting VSL's URLs as reference to your copywriter. Remember, I spoke earlier about finding VSLs from some of the successful products that you know are converting well for instance by looking at the gravity scores on Clickbank, go get those URLs and compile a list and give that to your copywriter so that maybe they can go back and get a feel for what is going on in that niche so that they can tune in your VSL very similarly without copying but just getting the tune so that you can tune into the audience.

Breaking in your new copywriter is pretty easy to do as long as you follow a few tips. I like to speak an audio for them. I'll go to my recording Audacity application on my computer and I'll just talk for a while and create an audio file and discuss what I'm looking to do in my product. I want to talk about how I want to be presented, what my purpose is in that product, what I'm trying to accomplish, what my audience is that I believe would be interested in that product and so. I'll give some storylines that the copywriter can pick up on. Remember, they're writing a VSL for you.

I want to give them as much insight into me and my philosophies and get them into my head a little bit. I just talk an audio file for them and then send it off. I've got great response from my copywriters on that because they say that if it wouldn't have been for that, they wouldn't have really been able to produce the quality product that I was looking for. They would have given me something that would have been acceptable but not nearly with the quality that they ended up giving me because of me talking this audio for them. As I mentioned to you before, you may want to give them examples of your writing styles so that they could pick up on that tone and that style and blend that into whatever they're writing for you. Remember, they're writing for you as if you were actually doing this yourself.

Start with small projects. Set a time limit, very important. Copywriters need to have their feet held to the fire. Otherwise, they'll work your project along with 10 others and something that you think that you need to have in two to three weeks or a month may take them three or four months if you let them. Don't let them. Put a time limit on it, have an understanding of the cost and the time and what they're to do for you. I like to put everything in writing so that we all sign

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off on it. I don't mean in a form of a contract but we note through an email and we agree back and forth that that's what's to be done. It makes it a lot easier to work with your copywriter and it keeps the fights down.

It keeps the hair from flying. Spot check their work initially after they've written a little bit. Some copywriters don't like you doing this but I do like to do it. I ask them before you get too far advanced, can you send me a few pages of some things that you've written just to see if we're on the same page as far as the tone of whether you're picking up on the style that I'd like you to write. Copywriters will, most copywriters should do that without a problem as long as they know you're not checking up on them. They're just, you want to tune in and make sure that they're tuned into you. It all helps the collaborative process.

To review what we just talked about, there's the 10-step process to a self-produced product. We learn to prioritize and organize our work and we learn what to do if you're going to do this yourself and how to do it and we also talked about how to outsource.