

Profit
ACADEMY

MODULE 7
SEGMENT 4



Jeff Lenney: Hey folks, how's it going? Welcome back, this is Jeff Lenney. This is Module 7, Slide number 4. We're going to be covering the different types of digital products you as an online marketer, as a product creator, can both create and, of course, sell for yourself. What we're going to be covering are these eight types. You've got eBooks, digital music, audio, meditation or files, video training courses, web service or software programs, plug-ins, apps, or themes, one-on-one coaching sessions, didn't think you could do that, did you? Educational training products, and content membership. Again we have got a nice little graph or chart right here as well. A nice little flow, showing you everything if this helps you to visualize. Again, audio, video training modules, web services, and this all goes back to each of these being simply a digital product type you can offer digitally and online.

To cover the first one, eBooks. Simply put, e-books are an electronic version of a printed book that can be read on a computer or hand held device designed for this purpose. Just to be clear, you do not have to have an actual physical book to make an eBook. I know some people are wondering that. That's how eBooks first started out, shortly after books on tape, I don't know how long ago. You can do these now, you can just do an eBook by itself. These can be in a few different format types: PDF, Kindle, ODF, Mobi, AZW, EPUB, or LIT forms.

The most common format for Internet marketers, and don't worry about the others, are PDF's, like you're probably going to be viewing the downloadable file on. [00:02:00] PDF's are really easy to view on laptops, on smartphones, on iPhones, and Android devices. You can print them out, whatever is easy to use. Then AZW, which is the format for Amazon and Kindle, if your product is a Kindle book. We're not going to be covering Kindle book creation. That's a whole other course, just letting you guys know what's available.

Next up, you've got digital music. Digital music downloads are popular in some niches, such as music instruction and emotional or stress relief. Music instruction and emotional or stress relief. You can have emotional music, for example, for relaxation. In fact, I know a lot of people will sell an hour long piano song which is soft and soothing and relaxing. Of

course, I don't have any musical talent myself, I played trumpet in high school but that's been 20 years actually as of this year. It's actually not really my forte but it's something that can be done.

The reason digital music is nice, it can be delivered easily in MP3 format, that's one of the world's most common audio formats. These will play on most computers, MP3 players, and smart phones. You can easily drag an MP3 file into iTunes and upload to your iPhone or iPad or iPod.

Audios and meditation files. Again, much like the digital music files, audio meditation files can be delivered via MP3. I know a lot of people do create these on their own. In fact if you're interested in doing this you can actually have meditations created on Fiverr.com. [00:04:00]

We're going to do a search for meditation. You can buy some basic ones but you can also have your own created. You can even have multiple ones created for a product if you want as well. Let's take a look at this. "I shall make you a personalized guided meditation in MP3." It's 10 minutes long for \$5, that's actually amazing. She takes details into what kind of things you're looking for to make it personalized for you and then guides you through a visualization with nature sounds in the background, or calming music. I'm actually really curious how this sounds now. I don't know how this will play back for you though. Okay I don't know if you can hear that or not but it's just calming background music. I like it.

I think she might be worth checking out if you wanted to have that done. For your products or something you could even do is you could offer a meditation as a bonus, or you could use a meditation as a giveaway for your opt-in if you're simply building the list and personal development. I think this is pretty good, she'll even do a 20 minute meditation for you for \$5 more. Or she'll do an entire album of 6 meditations, that's one hour for only \$20 total plus the \$5, so \$25 US. She'll even write you a script for the meditation for \$10 more. I think that's an amazing service. If you did want to offer meditations that's something you can do. Again, I actually got that from Fiverr, F-I-V-E-R-R. [00:06:00]

Next up on our different types of products, we've got a bunch of them here, but we've got web service software programs, plug-ins, apps, and themes. As I mentioned in the previous video there are many options outside of eBooks or video courses. Something popular is software, for example. You could outsource software if you don't know how to make it yourself. If you have a great idea it's pretty easy to create SEO's, I'm sorry, not easy I don't want to say but it's easy to outsource. You can get SEO software, ranking software, perhaps a website builder or Wordpress theme. You can get Wordpress plug-ins such as squeeze page builders. For example wpprofitbuilder or lead pages. There's a bunch of them out there.

Squeeze page builders, SEO plug-ins, social media sharing plug-ins, etc. Apps, you can get mobile apps. Again, these are apps that are going to make things easier for your customers. I don't have any examples for Internet market off the top of my head but a few more popular examples of apps are HootSuite, GoToMeeting, EventBrite, and Statigram. These are apps that make people's lives easier. If you had an idea for one, that certainly is something you could offer as well.

I've got Wordpress themes as well, if you've got an idea for a Wordpress theme, why not create it yourself? You can generally outsource an entire theme creation for only a few hundred bucks. You could easily sell it yourself for \$7, \$10, \$20, or even \$30 per sale. That's going to be really easy to generate that income back. Again, if you really want to 'wow' people as well, you can offer 100% custom theme as a bonus if they sign up for your particular product you're selling.

Something I'm huge on myself, another option is one-on-one coaching sessions. This is something you can sell as a back end offer. It's something that can be very high dollar. You can do this for maybe \$1,000 for 6 half hour sessions. [00:08:00] You could sell this for \$2,000, \$10,000, even \$20,000, it depends on how much you're going to be offering people and what you're going to be doing for them. Again, one-on-one coaching sessions are great for upsells. You can easily charge a premium price for them as you're

offering a service nobody else can offer, and that's one-on-one time with you.

These can be offered multiple ways. It can be private Skype calls, Google Hangouts, phone calls, or even email support. Generally speaking, what I'm seeing done is people, like myself even, will offer maybe 6 coaching sessions. It's going to be 6 one-hour sessions, maybe once a week for 6 weeks. Again these can then be private Skype calls, Google Hangouts, etc, but you can offer your student homework and you can make sure they have to have everything completed before your next session.

If I were to sell 6 coaching sessions myself of one hour over a 6 week period, including homework, I would probably start that around maybe \$1,500 or so. Again, that's just me though. I am sure you can come up with a much more creative idea to add even more value to that. Again, coaching sessions, they're awesome. Not so great for a friend in product, a lot of people won't want to pay that, but it's great for an upsell or a one time offer or even something you can offer to your own personal email list.

For example, even though I, myself, do not have a product currently in Internet marketing, I could easily [inaudible 00:09:36] because I've got an email list in Internet marketing. I could offer people coaching sessions with me. I could set up a Paypal 'buy' button for that and simply send it to my list, "Do you want to work with Jeff Lenney directly? Now you can for 6 weeks for \$1,500." Again, I'm not here to write copy but I hope you guys get the idea and see how [00:10:00] powerful this could be.

Something else you can do, another product type, one of our last ones, there's a few more here, but educational training products. Perhaps you want to offer something a bit more serious towards people looking to continue their education. Language lessons, those are really popular on Clickbank. Rocket Spanish, rocket German. You can teach people Spanish, French, German, Dutch, Cambodian, Thai, [Tagala 00:10:29], whatever you want. Obviously you'd have to be fluent in that language or work with someone that is. That's one thing you can do.

You could do digital textbooks, finance guides, maybe tax guides, maybe how to improve your FICA score. You can do home study guides, etc. I really hope you get the idea here. What you can do is limitless, it's really just up to your imagination. You can take yourself as far as you want to take yourself.

Something else I'm a huge fan of, websites. What a membership website is, it's really great for that reoccurring monthly income. They're easy to setup, you could set up a simple Wordpress theme or Wordpress website and you can use a free or paid membership plug-in. They're really easy to grow, you can grow them using your existing list, in fact I can add that. Using your existing list, using social media such as Facebook, Twitter, YouTube, even LinkedIn. You could even launch it as a product on its own on a Click Bank or JvZoo.

In fact I saw a product recently, a few months ago, that was a \$500 and it was for a membership website. I think it was \$500 up front and then \$100 per month on the backend for additional training which gave you access to the coach, to the owner via the forum [00:12:00] and gave you access to additional content no one else can get access to, etc. They're really easy to use. Really easy to get setup and easy to maintain. In fact, if you don't want to create your own content you can even update PLR content that you can use. PLR meaning Private Label Rights, or you could also create your own content as well.

Many membership sites charge between \$40 to \$100 per month and have hundreds, in some cases thousands of members paying per month. The whole idea is you want to continue to give your students or your members value. You want to give them something they cannot get anywhere else. Even if you wanted to include coaching with that or again direct access to you, private messaging with you, maybe even direct email access to you. Not every single person's going to take advantage of it. If you have 100 people paying \$100 a month, that's \$10,000 a month easily. Honestly I would say a very small percentage will ever contact you directly. People will be too shy, too scared to, etc. You're not going to be helping every single person, I assure you of that.

To review the different types of products, there's many different product types. A lot of people think they're just limited to eBooks and video training. That is not the case. You've got eBooks. You've got digital music downloads. You've got audios, meditations, files. You've got video training courses. you've got web service or software programs, plug-ins, apps, or themes, Wordpress themes, etc. You can do one-on-one coaching. You can do educational training products and even content membership, a membership website. I'm going to change that to membership website. That is all for module 7.

I sincerely hope you enjoyed this. Again, if you have any questions please let us know. You can let us know via support, via our forum, [00:14:00] via Facebook, etc. Thank you again for taking the time to be here. We will talk to you very soon. Bye.