

"Niche Inspirations"

The following is a list of topics originally compiled by Eben Pagan that are designed to serve as inspirations for you.

Health & Fitness

- natural weight loss
- stress
- muscle gain
- addictions (smoke/drink/eat/...)
- spiritual exercise (yoga, meditation)
- fat loss
- organic food
- cooking
- raw food
- natural healing
- wellness
- specific health problems (*you're not a doctor and can't prescribe medicine, but you can teach people how to live with them or get relief*)

Dating & Relationships

- dating
- relationships
- marriage
- sex
- conflict
- divorce
- bodylanguage
- communication
- parenting
- child education
- being social
- confidence

Business & Money

- real estate
- foreign currency
- investing
- retirement
- debt
- starting a business
- marketing (*online, offline, social media etc.*)
- time management
- getting a job

Leisure

- golf
- pets (dog training, parrot training, specific breeds etc.)
- travel
- disaster preparation
- guns
- self-defense
- hunting
- photography
- playing a musical instrument
- specific sports skills (*ball handling in basketball etc.*)
- software training (*photoshop tutorials etc.*)
- wine
- fishing
- magic tricks
- hypnosis
- gaming
- collectibles
- gardening

"Facebook Market Research"

Go to facebook.com/advertising, click "Create an Ad", put in a random URL (like <http://google.com>), and then select the following as your baseline targeting:

- age 20+ (no max.)
- countries U.S., U.K., Australia and Canada (or, if your target market is in another language, any countries where that language is spoken)

Next, search for different keyword sets and put down the numbers that you get as the estimated reach below.

(By "keyword set" I mean keywords that target one and the same need. For instance, if you want to target people who are interested in playing the guitar, your keyword set might consist of keywords like: guitar, acoustic guitar, playing guitar, and so on. Facebook automatically suggests related keywords.)

Keyword Set	Estimated Reach
Example: #Guitar, Playing Guitar, #Acoustic guitar, #Steel guitar	Example: 2,442,260 people

"Niche Spending Research"

My Niche:

Put in the niche you're researching above and then answer the questions.

For example, in the dating niche, what they're spending knowingly on their need would be fees for online dating sites, while what they're spending unknowingly on it would be things like costs for cologne or a fancy car – things that they'd say have nothing to do with it, but which are still motivated by the same need or desire.

1. How much are they knowingly spending on this need?

What for?	How much and how often?

2. How much are they unknowingly spending on this need?

What for?	How much and how often?

3. In light of those numbers, what price point for an entry-level product seems like one that the people you're targeting would willingly pay (provided it gives them the outcome that they want)?

Typical price points for entry-level products are: \$19, \$37, \$49 and \$97.

“Noah Kagan’s TAM Formula”

To gauge if a particular niche suits itself as a worthwhile and sustainable target market, you can use the TAM formula developed by AppSumo founder Noah Kagan. “TAM” stands for “Total Available Market”, and it gives you a rough idea of how much money is available in the market you are researching.

If your niche’s TAM turns out to be worth more than \$1,000,000 then that’s an indication that it is a viable market.

Keep in mind that it’s a rough estimate, and also keep in mind that you will never reach the total available market. Many people who start a business think, “The market has the size X – so if we can reach even just one percent of that, we’ll make Y amount of money”. That’s wishful thinking, and it’s not what this formula is about.

(Niche #1)

$$\underline{\hspace{2cm}} \times \underline{\hspace{2cm}} = \underline{\hspace{2cm}}$$

[Estimated Reach] x [Your Price Point] = Total Available Market

(Niche #2)

$$\underline{\hspace{2cm}} \times \underline{\hspace{2cm}} = \underline{\hspace{2cm}}$$

[Estimated Reach] x [Your Price Point] = Total Available Market

(Niche #3)

$$\underline{\hspace{2cm}} \times \underline{\hspace{2cm}} = \underline{\hspace{2cm}}$$

[Estimated Reach] x [Your Price Point] = Total Available Market

"Facebook Advertising Guidelines"

Before creating a product, make sure you'll actually be able to sell it. While there are other sources for traffic and leads, Facebook is one of the easiest and fastest. That's why it's a good idea to check your product against their Advertising Guidelines.

This is an excerpt from Facebook's Advertising Guidelines as of July 2012.

I recommend you check out the most recent version of this document here:

https://www.facebook.com/ad_guidelines.php

While you're at it, also check out their help section topic "Advertised or Sponsored Products and Services", where they list prohibited products as well as products with specific requirements:

<https://www.facebook.com/help/?page=174952259238535>

Facebook Advertising Guidelines (Excerpt, July 2012)

[...]

Destination Sites

Ads must lead to a functioning landing page that does not interfere with a user's ability to navigate away from the page.

D. Targeting

Ads must always apply appropriate targeting and never use targeting criteria to provoke users. Ads for regulated goods and services (e.g. alcohol and gambling), must abide by all applicable laws, regulations, and industry codes. Specific requirements for dating services, alcohol, gambling, contraceptives and subscription services must adhere to the requirements listed in the [Help Center](#) under the applicable content sections.

IV. Ad Content

Advertisers must ensure that their ads comply with all applicable laws, regulations and guidelines. All claims in ads must be adequately substantiated. Ads must not offend users. Ads and any offers promoted within ads must not be false, deceptive or misleading or contain spam. Ads must not contain or promote illegal products or services. Ads must not violate the rights of any third parties. The following specific content guidelines apply:

A. Adult Products

Ads may not promote the sale or use of adult products or services, including but not limited to toys, videos, publications, live shows, or sexual enhancement products. Ads for family planning and contraception are allowed provided they follow the appropriate targeting requirements.

B. Alcohol

- i. Ads that promote or reference alcohol are prohibited in the following countries: Afghanistan, Brunei, Bangladesh, Egypt, Gambia, Kuwait, Libya, Norway, Pakistan, Saudi Arabia, United Arab Emirates, Yemen and any other jurisdiction where such ads are prohibited by law.
- ii. Where permissible, ads that promote or reference alcohol must: (i) Comply with all applicable local laws, required or recommended industry codes, guidelines, licenses and approvals and (ii) apply age and country targeting criteria consistent with Facebook's targeting guidelines and applicable local laws. Where a user's age or country cannot be determined, the ad must not be displayed to the user.
- iii. Please refer to the [Help Center](#) for additional alcohol-specific guidance.

C. Dating

Ads for adult friend finders or dating sites with a sexual emphasis are not permitted. Ads for other online dating services must adhere to the dating targeting requirements and the name of the product or service must be included in the ad text or image.

D. Drugs and Tobacco

Ads may not promote or facilitate the sale or consumption of illegal or recreational drugs, tobacco products, or drug or tobacco paraphernalia.

E. Gambling and Lotteries

- i. Ads that promote or facilitate online gambling, games of skill or lotteries, including online casino, sports books, bingo, or poker, are only allowed in specific countries with prior authorization from Facebook.
- ii. Lotteries run by government entities may advertise on Facebook, provided that ads must be targeted in accordance with applicable law in the jurisdiction in which the ads will be served and may only target users in the jurisdiction in which the lottery is available.
- iii. Ads that promote offline gambling establishments, such as offline casinos, in accordance with applicable laws and regulations, are generally permitted, provided that ads must be appropriately targeted.
- iv. Please refer to the [Help Center](#) for additional gambling-specific guidance.

F. Pharmaceuticals and Supplements

- i. Ads must not promote the sale of prescription pharmaceuticals. Ads for online pharmacies are prohibited except that ads for certified pharmacies may be permitted with prior approval from Facebook.
- ii. Ads that promote dietary and herbal supplements are generally permitted, provided they do not promote products containing anabolic steroids, chitosan, comfrey, dehydroepiandrosterone, ephedra, human growth hormones, melatonin, and any additional products deemed unsafe or questionable by Facebook in its sole discretion.

G. Software

Ads may not contain or link directly or indirectly to a site that contains spyware/ malware downloads or any software that results in an unexpected, deceptive or unfair user experience, including but not limited to software which:

- i. "sneaks" onto a user's system;
- ii. performs activities hidden to the user;
- iii. may alter, harm, disable or replace any hardware or software installed on a user's computer without express permission from the user;
- iv. is bundled as a hidden component of other software whether free or for an additional fee;
- v. automatically downloads without Facebook's express prior approval;
- vi. presents download dialog boxes without a user's action; or
- vii. may violate or infringe upon the intellectual property rights of any third party, including copyright, trademark, patent or any other proprietary right.

H. Subscription Services

Ads for subscription services, or that promote products or services that include negative options, automatic renewal, free-to-pay conversion billing products, or mobile marketing are subject to the following requirements:

- i. Ad text must clearly and conspicuously disclose the recurring billing component (e.g. "subscription required").
- ii. The landing page must:
 - a. display the price and billing interval wherever the user is prompted to enter personally identifiable information;
 - b. include an unchecked opt-in checkbox; and
 - c. include language informing users how to cancel their subscription or membership.
- iii. Each of the foregoing must be located in a prominent place on your landing page, as determined by Facebook in its sole discretion, and should be easy to find, read, and understand.

I. Unacceptable Business Model

Ads may not promote a business model or practice that is deemed by Facebook in its sole discretion to be unacceptable or contrary to Facebook's overall advertising philosophy or to any applicable law, including but not limited to multi-level marketing schemes, or advertisements for scams.

J. Weapons and Explosives

Ads may not promote the sale or use of weapons, ammunition, or explosives.

V. Community Standards

Ads, or categories of ads, that receive a significant amount of negative user feedback, or are otherwise deemed to violate our community standards, are prohibited and may be removed. In all cases, Facebook reserves the right in its sole discretion to determine whether particular content is in violation of our community standards.

A. Illegal Activity

Ads may not constitute, facilitate or promote illegal activity.

B. Harassment

Ads may not insult, attack, harass, bully, threaten, demean or impersonate others.

C. Hate Speech

Ads may not contain "hate speech," whether directed at an individual or a group, based on membership within certain categories. These categories include, but are not limited to, race, sex, creed, national origin, religious affiliation, marital status, sexual orientation, gender identity, or language.

D. Minors

Ads that are targeted to minors may not promote products or services that are illegal for use by minors in their jurisdiction, or that are deemed to be unsafe or inappropriate.

E. Sex/Nudity

Ads may not contain adult content, including nudity, depictions of people in explicit or suggestive positions, or activities that are overly suggestive or sexually provocative.

F. Shock Value

Ads may not be shocking, sensational or disrespectful, or portray excessive violence.

VI. Facebook References

Ads may not imply a Facebook endorsement or partnership of any kind. Ads linking to Facebook branded content (including Pages, groups, events, or Connect sites) may make limited reference to "Facebook" in ad text for the purpose of clarifying the destination of the ad. All other ads and landing pages may not use our copyrights or trademarks (including Facebook, the Facebook and F Logos, FB, Face, Poke, Book, and Wall) or any confusingly similar marks, except as expressly permitted by our [Brand Usage Guidelines](#) or with our prior written permission.

VII. Rights of Others

Ads may not include content that infringes upon or violates the rights of any third party, including copyright, trademark, privacy, publicity, or other personal or proprietary rights.

"Outcome Exercise"

People don't buy information. People buy an outcome. This exercise will help you determine what that outcome is for your particular target market. Go ahead, put in your niche below and then answer the following questions.

MY NICHE:

1) Brainstorm outcomes that your target audience wants as related to the given basic needs. (As with all brainstorming exercises, I recommend you set a timer for 20 minutes, sit with the question and simply jot down whatever comes to mind, with no judgement at all.)

Approval	
Control	
Security	
Connection	

Worksheet #7

Food & Drink	
Shelter	
Fun and Pleasure	
Superiority to Others	
Protection of Loved Ones	
Avoidance of Pain	

"Emotional Needs"

Your Assignment:

- 1.) Brainstorm emotional needs of your prospects – their desires, as well as their fears.
- 2.) Prioritize them with "1" being the most pressing, most painful and most urgent need.
- 3.) Add to each need the solutions that you will offer in your product.

Emotional Need	Priority	Your Solution
I. DESIRES		
What your prospect wants to move towards		

Emotional Need	Priority	Your Solution
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I. FEARS

What your prospect wants to move away from

"Forum FAQs"

Your Assignment:

Locate internet forums and discussion boards where your prospects congregate. Then browse through them. Make a note of any question that is being asked on the forum that is of relevance for your product. Do this until you feel you have collected at least the 10 most popular questions.

In the table below, write down the questions and then add the count to the left.

If a question comes in different variations, distill it down to it's essence. For instance, in the dating niche I've seen people ask about how to tell a co-worker that you're in love with her, how to tell a girl from your social circle that you're in love with her, or how to tell a girl that you know from school that you're in love with her. So in that example, the essence of the question is: "I am secretly in love with a girl that I know - what should I do about it?".

Question	Count

Part II:

Go through all the names that you brainstormed and highlight those that either jump out at you (where you say, "Yeah, that's it!" OR that contain two or more of the following five elements...

ELEMENT	EXAMPLE
Alliteration	"Bed Bath And Beyond"
Rhyme	"Coca Cola"
Outcome	"Instant Sales Letters"
Specificity (Outcome and Effort)	"3 Dates A Week"
Paradox	"Zen Presentation Secrets"

"Rapid Content Creation"

Print a copy of this questionnaire for each of the questions or problems of your target audience that you wish to solve in your product. You can also use this process of content creation for your marketing, for instance when creating free content to attract leads.

When filling out this questionnaire, limit yourself to just some short keywords or bullets. Later, when dictating your ebook or recording your video, all you need to do is look at your bullets and you'll be able to talk about it freely. No script necessary.

I. The Question/Problem

II. Your Solution

For each of the following four steps, write down three core ideas.

1. WHY is this important?

This is the part where you'll explain the purpose of your solution. So write down the three main reasons why they need this solution. You can also include examples of where the problem typically occurs.

2. WHAT is the theory behind the problem?

This is the part where you'll explain the theory behind the problem and its solution. Again, write down the three main ideas that answer this question.

3. HOW do I solve it?

This is the part where you'll explain the specific action steps of your solution. Ideally, you'll break it down into three steps. If your solution has four steps, that'll be fine, too. In that case, you might want to think about creating an acronym (example: "AIDA", which stands for the milestones a marketer has to fulfill when advertising a product - Attention, Interest, Desire and Action).

4. WHAT IF I apply it

This is the part where you'll explain the benefits of your solution. You want to give three examples for why your prospect is now better off than he was before applying the solution.

"12 Part Video Salesletter"

To script out your video salesletter before you create the slides in Keynote/Powerpoint I suggest you create a mindmap with the 12 topics as branches and then add any ideas for content there. This way you can easily rearrange things and you see at a glance where you need more material. You can use free mindmapping software such as [FreeMind](#). Once your mindmap is done, you can go ahead and create your slides.

1. Attention Grabbing Greeting

- shocking facts
- shocking statistics
- shocking situation

2. Identify Problem

- "Is this for me?"
- Why do they have it?
- Promise to solve it.
- e.g. story of how they go through the problem

3. Establish Video Scarcity

- i.e. a reason why they should watch the full video NOW (e.g. because you're just testing and will take it down, or because you want to show it only to a limited number of people, or because you don't want your secrets to become common knowledge so you'll leave the video online only for a short period of time)

4. Aggravate the Problem

- WHY are they having this problem
- and how does it show?

5. Provide the Solution

- Show Product Image
- also here you can tell the quick story of how you came to invent your system

6. Features and Benefits

- (incl. side benefits)
- start with general benefits of how their life will change if they have and apply the product
- then give them a list of specific teasers (e.g. "How to message a girl online so you'll stand out from all the other guys (page 37)")

7. CTA #1 (Desire)

- CTA = Call To Action
- e.g. "Click the button below, fill in your payment info and download the book right away"

8. Credentials, Proof, Results, Testimonials

- show that the product not only works for you, but also for others (don't make this stuff up... if you need a testimonial for your launch, give away your material to a friend or find someone from a forum to test it for you for free in return for him agreeing to give you a short testimonial).
- video testimonials are great! if you can't get one, get text with a photo. it helps to tell people that no one will be able to google their names. testimonials under real names are great, especially if you can use their facebook URL or email address. but if someone doesn't want that, you can also anonymize the name and just use the first name and the first letter of the last name

9. Guarantees

- if you use Clickbank, you HAVE TO offer a 60-days-no-questions-asked money back guarantee... so make sure to assure them that if for whatever reason they don't get the results they wanted, you'll refund their money with no questions asked

10.CTA #2 (Logic)

- e.g. "I showed you that it works. you've seen what others say about it. and I've also reversed the risk with my guarantee – you can only win. click the button below"

11.Warnings (Deadline, Scarcity, Guilt)

- examples:
- this video can disappear anytime
- price might go up soon
- they wouldn't still be watching if they weren't unhappy about their current situation
- if they continue to do what they've always done, they'll keep getting the same results that they've always gotten
- how will their life look like in a year from now if they don't change? or in 5? or in 10?
- if you don't take this step, someone else will and you'll be left behind

12.CTA #3 (Fear)

- e.g. "click the button below"

Resource Sheet: Creating Your Video Salesletter

I. Recording Your Video Salesletter

For recording your video sales letter you'll need two things:

First, you need a presentation software (typically Microsoft Powerpoint on Windows or Apple Keynote on Mac.)

And second, a recording software that will record your presentation along with your voice narration into a video file. On the Mac, the coolest solution for that is called [Screenflow](#). And on Windows, you would use a tool called [Camtasia Studio](#). Screenflow is \$99, and Camstasia is something like \$300. Before you break into a sweat: You can get both of those tools as a 30-day free trial. Which means that, using our 1-Week-Paycheck system, you could easily create yourself 4 new income streams just by using the free trial.

Also, if you are on a Windows PC and you think about getting Camtasia, go and check eBay and see if you can find some used version of the software, or some older version of it. This way, you can get it cheaper.

For now, I recommend you work with the free trial and use the 30-day limit as yet another incentive for you to get your product off the ground as FAST as possible.

Both Camtasia and Screenflow allow you to edit your video after recording.

II. Publishing Your Video Salesletter

To let people on your website see your video sales letter, you need three basic things:

You need hosting (i.e. a place to store your video file).

You need conversion for desktop players (i.e. Mac/PC) and for mobile players (i.e. iPhone/iPad).

And you need a player software.

I personally use Screenflow, Optimizepress and Amazon S3, and if you want to get to the How-To part on how I do it, you can skip all the alternatives and just jump to section "III. How I Do It" below.

a) YouTube

YouTube gives you all three solutions in one:

You simply upload your video file there, they'll convert it for you, and they give you a nice little "embed code" that you can put on your website and you'll have a ready-made player that'll play your presentation on desktop computers as well as on mobile phones.

Simply go to YouTube, click "Upload Video", and then select your video file from your hard drive and upload it. YouTube will do all the necessary conversion for you, and afterwards, you simply click on "Watch on Video Page", and below your video you find a button that says "Embed" where you'll get the code that you need to paste into your website.

Both Screenflow and Camtasia allow you to publish your recording directly to YouTube. Personally, I use Screenflow on the Mac, and there you will find a special menu item to publish your sales letter directly to YouTube (File → Export to YouTube).

A new YouTube account will initially have a 10-minute limit for the videos that you can upload. But YouTube will offer you to increase that limit by giving them some additional information (I think they need a phone number as verification). You will find the option to increase your limit right on the "Upload" page.

The drawbacks of YouTube are that, first, you have that time limit to your videos. And second, after the end of your video, YouTube will display thumbnails of other videos that YouTube thinks are related to your video... which could distract your visitors from buying your product.

Another hint: By default, when you embed a video from YouTube on your site, it doesn't "autoplay" (i.e. the visitor first has to click on "play" before the video start). To make the video start playing the moment someone visits your page, you need to add "&autoplay=1" (without quotes) after the video ID inside of the embed code. [Click here to see an example.](#)

If you have decided against Optimizely and for the \$10 solution that I gave you on Worksheet 19a, then you will most likely use YouTube as your video host, because that's the default setting for this tool.

b) Camtasia

Camtasia has something like a "YouTube" of its own. What I mean by that is that they offer their own video hosting platform, and you can simply publish your video from Camtasia directly to their servers and then get an embed code that you can paste into your website to show the video. As with YouTube, you get all three solutions in one place: The hosting. The conversion. And the player.

c) Do-It-Yourself

If you don't use YouTube, you'll have to find a place where to host the video file, you'll need a player software, and you'll need to create two versions of your video files:

One version in Flash format (file ending: FLV), and one version in H.264 format (file ending: MOV, M4V or MP4). The Flash format is the one that is required by the player that shows the video to desktop computers. And the H.264 format is the one that is required by the player that shows the video to mobile devices that do not support Flash, such as iPads and iPhones. (So yeah, you could get by using just an FLV version of your video, and then your sales letter would be visible only to people on desktop computers. Which is still fine.)

Your recording software (e.g. Screenflow, Camtasia) will probably already have an option to export in MOV/MP4/M4V format with H.264 encoding (they'll allow you to select an encoding algorithm, and you'll simply select H.264). If that's the case, you already have one of the two versions that you need, and you only need to convert a copy of this one into FLV.

The easiest way to convert your video into the necessary file types are online conversion tools. Here are a couple of examples:

[ConvertFiles.com](#) (limit: 200 MB)

[VideoToolbox.com](#) (limit: 600 MB)

[Zamzar.com](#) (limit: 1 GB)

[MediaConverter.org](#) (limit: 1 GB)

Simply upload the video file you have, and then select the output format. If you already have an H.264 encoded file, you select "FLV" as output. If your current file is something other than H.264 with the file ending MOV/MP4/M4V, then convert it into M4V first, and then run the conversion again and this time convert into FLV, so that you now have both of the versions we need.

Once you have both, upload them to your hosting destination. This could be Amazon S3 (I'll explain how to do this in the section "How I Do It"). And it could be just your regular webhosting account (i.e. Hostgator), to which you'd upload the video files using FTP. If you've never used FTP, get [Filezilla](#) (free, Windows/Mac), and then follow [Hostgator's tutorials to set it up and to transfer the files here](#) (scroll down to the "FTP" section and find the tutorials for "Filezilla").

If you use Optimizely, then your main work is done here. All you need to do is copy the URLs of your hosted video files and paste them into Optimizely's "Video Options". Check the section below "How I Do It" for details on that.

If you don't want to use Optimizely, it'll get a bit complicated from here on. You'd need to get yourself a video player software, and embed that into your website. As a video player software, you can use the [free JW Player here](#). And then you'd have to find yourself a free video salesletter template and paste the video player code in there. Or you'd have to adapt the \$10 solution from worksheet 19a. Or you'd have to do it from scratch. Of course, you could also get someone from Fiverr.com or oDesk.com to help you with any of this, but you'll easily spend more time and money on tinkering together a custom solution than it would be worth saving the \$97 for Optimizely.

If money is a big deal to you, then what I'd suggest is that you use the tool from worksheet 19a (which costs you \$10) and work with YouTube. Do this until you got a few sales. And then, when you see that it's working, you can go ahead and [buy Optimizely](#).

I like to go the easy way, and so let me show you how I do it:

III. How I Do It

Okay, so here's MY workflow:

I use a Mac, and I use [Screenflow](#), [Optimizely](#) and [Amazon S3](#).

I create a Keynote presentation. I go through the slides and narrate, while Screenflow records. Then I might do some simple editing in Screenflow (trimming the beginning and the end, maybe cutting out a piece where I had a slip of tongue). Then I export the file as an H.264-encoded Quicktime file in 640 x 480 resolution (if my presentation has a standard 4:3 aspect ratio). Now I have a file that ends with MOV, MP4 or M4V.

Next, I convert this file into Flash (file ending: FLV). For that, I use the tool [ffmpegX](#) (\$15, free trial, Mac only).

Once I have both files, I use the software [Cyberduck](#) (free, Mac/Windows) to connect to my Amazon S3 account (see how to do that [here](#)). Pricing for Amazon S3 you can find [here](#). (I pay maybe \$100 per month, but I have TONS of videos hosted there, and I even back up my digital photos and videos to S3. If you're starting out with 1-3 sales letters, you're looking at something between \$5-10. Also, as I said, you could very well start out by just uploading your video files to your Hostgator webhosting account. Amazon S3 makes sense only once you're getting a lot of traffic and your website begins to slow down because hundreds of people are streaming several hundred megabytes worth of video from your server at the same time.)

After Cyberduck is finished with the upload, I simply right-click on the file inside my Amazon S3 Bucket (still inside the Cyberduck application), and select "Copy URL" and then click on the URL shown below "HTTP URL". Be careful: The URL you copy must start with "http://", NOT with "https://" - otherwise you'll run into problems and your player might tell you "Video file could not be found". Do this first with your FLV file, and then later come back and do the same thing for your MOV/MP4/M4V file once you need the URL of that one.

I then simply go to my website, log into my Wordpress with Optimizely installed (you'll usually find your login page at <http://www.yoursite.com/wp-admin>). I create a new page. I select the template I want (for instance "Video Salesletter"). I scroll down to the section "Launch Page & Sales Letter Options". I click on "Video Options". I click "Activate Video". And then I just paste in the URL for my Flash file (Optimizely calls it "Hosted Video URL"), and then I do the same for my H.264 file (Optimizely calls it "iPad/iPhone Compatible Video URL"... again, just copy it from Cyberduck).

Then I set the size of my video (typically 640 wide and 480 high). I activate "Autoplay Video". And then I scroll back up, click the blue "Update" button to save my changes, and then I check out how it looks.

If I don't like the design, I try some other templates (simply change them below the "Update" button under the section "Attributes" and then "Template").

And, of course, I go ahead and add a Buy Button. That I do by scrolling back down to "Launch Page & Sales Letter Options", finding the headline "Call To Action / Delayed Button", clicking "Activate Call To Action", selecting a button and its styling, and then entering a button delay time and the CTA URL. The "Button Time Delay" is the number of seconds you want the button to wait until it appears, starting the moment that the page is loaded. So if you have a 10 minute video, and you present your product and the price at 7 minutes into the video, you'd set a delay of something around 420 seconds.

The "Call To Action URL" would be either your checkout link (if you have just a simple product), or the link to your upsell page (if you want to make another offer before they get taken to the actual checkout page).

If you're using Clickbank, then your checkout page is going to be something like <http://1.YOURCLICKBANKNAME.pay.clickbank.net>, with "1" being the number of your product inside Clickbank. If you have only 1 product set up in Clickbank, "1" is the right number here. And obviously you need to replace "YOURCLICKBANKNAME" with your Clickbank ID (the username you use when you sign in to Clickbank).

If you want to offer an upsell, never forget that on your upsell page, you need to offer them two options: One is to accept the upsell and buy the basic product PLUS the upsell. And the other one is to reject the upsell and to buy only the basic product. For that, I'd simply scroll up in your page editor inside Wordpress and put in a link that says something like, "No thanks, I don't want to get 10 extra guided meditations and I'm going to stick with the basic package" (replace "10 extra guided meditations" with whatever the main benefit of your upsell is), and that links directly to the checkout page for your BASIC product (so again, that would probably be product #1 inside of Clickbank).

In that case, the URL you'd put in for your buy button on the upsell page would be the URL to the checkout page for the UPSELL package (i.e. the package that contains both the basic product and the upsell). Usually, the product number would then be #2 inside of Clickbank, and consequently the link would look like this: <http://2.YOURCLICKBANKNAME.pay.clickbank.net>.

Resource Sheet: Stock Photos

There are lots of stock photo websites out there, but these are the ones I use regularly. Most often I use iStockPhoto and Google Images.

With Google Images and all other image search engines you always need to check the copyright status of the image you want to use. If an image is copyrighted and you use it without permission in a product or in your marketing, the copyright holder could hold you legally accountable and, for instance, sue you for damages. When in doubt, ask your lawyer. Or, much better yet: Save yourself the fees and get either a photo from one of the creative common sites, or buy one at iStockPhoto or Fotolia.

Buy Stock Photos:

- [iStockPhoto.com](https://www.iStock.com)
- [Fotolia.com](https://www.fotolia.com)

Creative Commons Photos:

- [CompFight.com](https://www.compfight.com)
- [Public-Domain-Photos.com](https://www.public-domain-photos.com)
- [FreeStockPhotos.com](https://www.free-stock-photos.com)

Photo Search:

- [PhotoRee.com](https://www.photoree.com)
- [Google Images](https://www.google.com/search)

Resource Sheet: Top Outsourcing Platforms

There are lots of outsourcing platforms out there, but Elance is the most popular, and oDesk and Fiverr are the ones I use 99% of the time.

For any given task I'd first do a search on Fiverr. There people are offering their services, most of them for just \$5, and all you need to do is click "buy", send a short message with your details or attachments, and the work gets done in a day or two.

On oDesk (and Elance), you always have to write a job posting first, and then you'll have to wait for applicants and sift through them. And while this is much more work than on Fiverr, it is well worth it when you are looking for something of a bigger scope than a \$5 "Fiverr Gig", or if you want to find someone to work with long term.

Both oDesk and Elance allow you to hire people both on a one-time-fee basis and a per-hour basis. And both of them have a feature called "Workview", which takes snapshots of their screen while they work for you. If hiring someone on a per-hour basis, always make sure that they will use Workview.

Quick & Easy:

- fiverr.com

Building A Team:

- Elance.com
- oDesk.com
- Guru.com

Resource Sheet: Dictation Solutions

There are two basic ways of getting your speech transcribed into text:

One is software. And the other one is human transcription.

Software voice recognition is getting better and better, but it has the drawback that it distracts you from creating your content. You will always be looking at the screen to check, "Did it understand me correctly"? Also, with voice recognition software you'll have to remember to dictate any punctuation marks, spell unknown words, and know a whole bunch of commands. Also, it's really hard to proofread your text, because voice recognition software will occasionally recognize the wrong word, and even if you have the computer read your whole text back to you, you won't detect the mistake because naturally the wrongly recognized word will be a word that sounds extremely similar to the correct one.

I dictated my first ebook in 2008 using Dragon Naturally Speaking. It worked, but with today's availability of quick and cheap human transcription solutions such as Voxie on the iPhone, I'd always recommend you use those instead and save yourself the hassle of all the technological glitches that come with software voice recognition.

Software Voice Recognition:

- Dragon Naturally Speaking (Windows)
- MacSpeech (Mac)

Human Transcription Services:

- [Voxie/Quicktate \(iPhone\)](#) – This is a combination of iPhone app and transcription service. Use their "Medical" application, which can record and send files longer than 5 minutes (which you'll need when dictating a book)

iPhone Apps:

- [AudioMemos \(iPhone\)](#) - I use this to record audio books and to dictate into a file that the app will then compress and send via email to my transcriptionist. You can't use it with Quicktate, but if you hire a transcriptionist on oDesk you can put in their address and it's going to be like you have your private secretary.

Upsell Product Ideas

Upsells are the easiest way to increase your average transaction size. In other words: By offering upsells, you will be making more revenue per customer than you did before – and that allows you, for example, to afford higher click prices in your Facebook advertising.

To offer an upsell, you'll simply create a second product that complements your main product. Then you create a second sales letter (or video sales letter) where you say something like, "Since you're buying my product I want to make you a special offer", and then go into the problem that your upsell product solves and the other steps from the video sales letter template.

There are two ways to offer an upsell: You can either do it before the customer ever buys the first product (so when they click "buy" on the main product, they are not yet taken to the checkout page but actually to the sales letter of the upsell, where they can either accept or decline). Or you can offer it after they have bought the main product. Clickbank offers a feature here that they call "PitchPlus", and it allows you to offer your upsell after the customer has purchased your main product. The cool thing about "PitchPlus" is that it allows them to buy your upsell with one click, and without having to enter their billing details again.

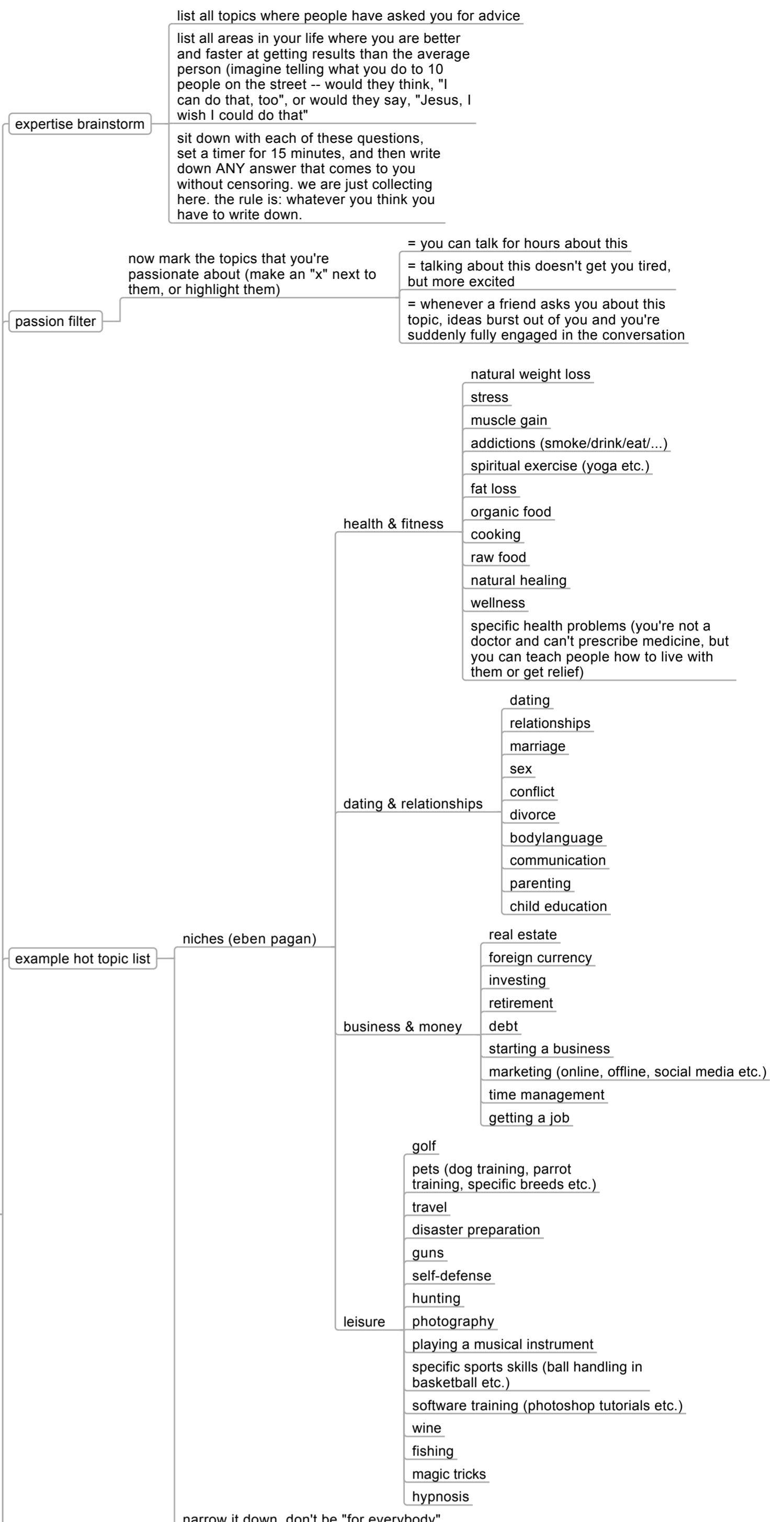
Before you can offer upsells, you need to create one – so here are some ideas:

Upsell Ideas

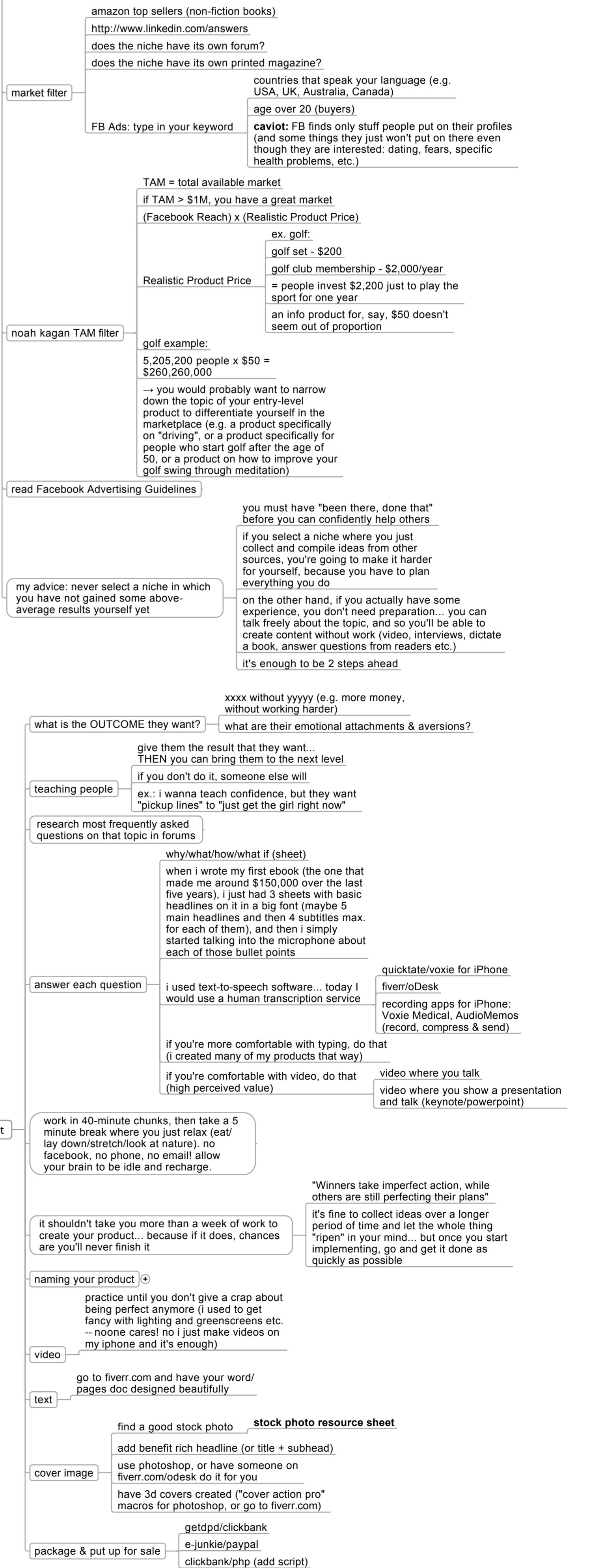
- interviews (find an expert, interview them via Skype or freeconferencecall.com)
- resource sheets
- ebook → audio version
- templates
- do-it-for-them service
- phone coaching
- see what questions your buyers still send in, then create a product on that
- survey your buyers after a month or so: "what are you still struggling with?", "what is still your biggest obstacle?", "what has been your biggest obstacle so far in applying the information?"

1 Week Paycheck Content

1. niche selection



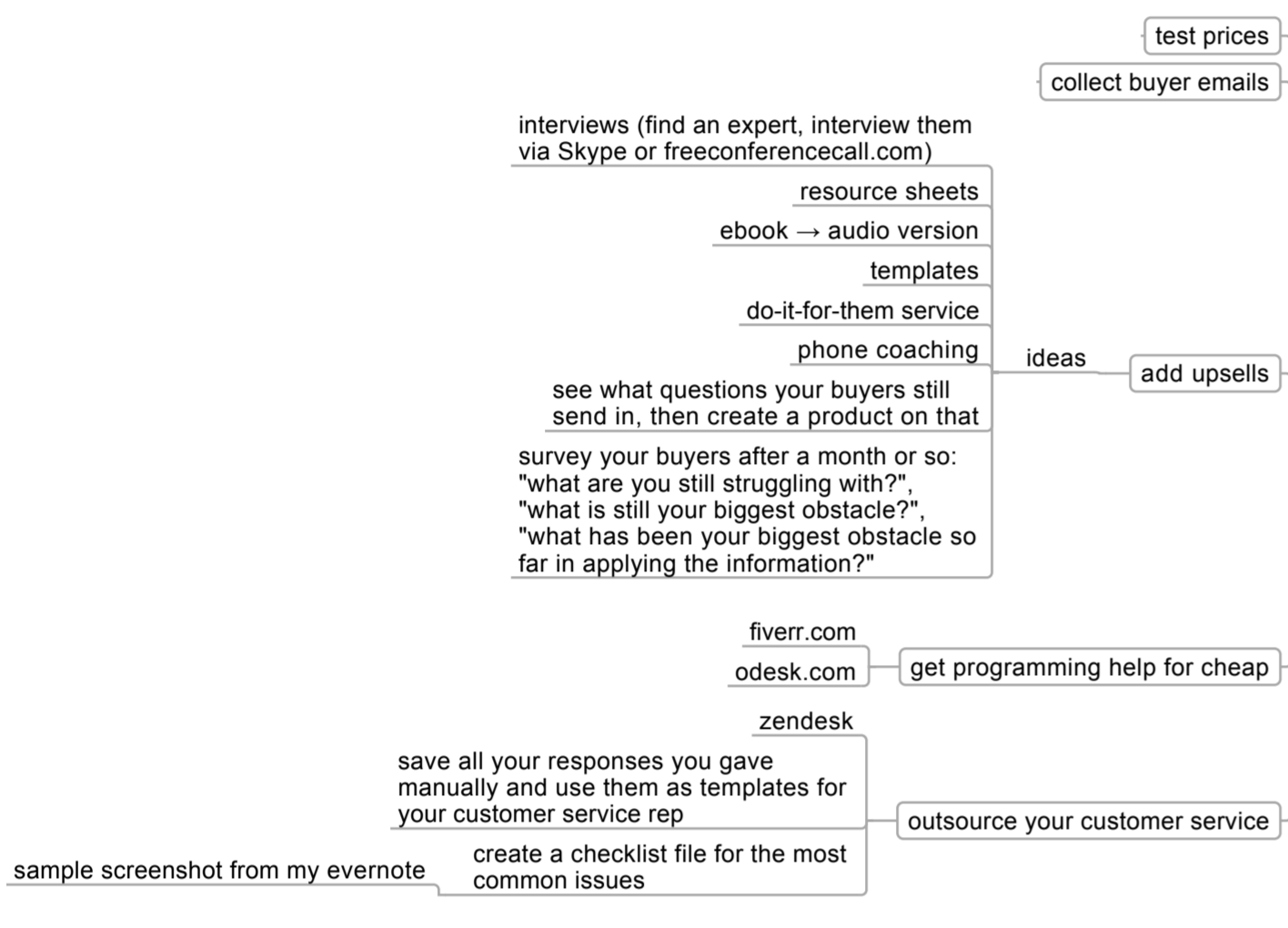
2. create your content



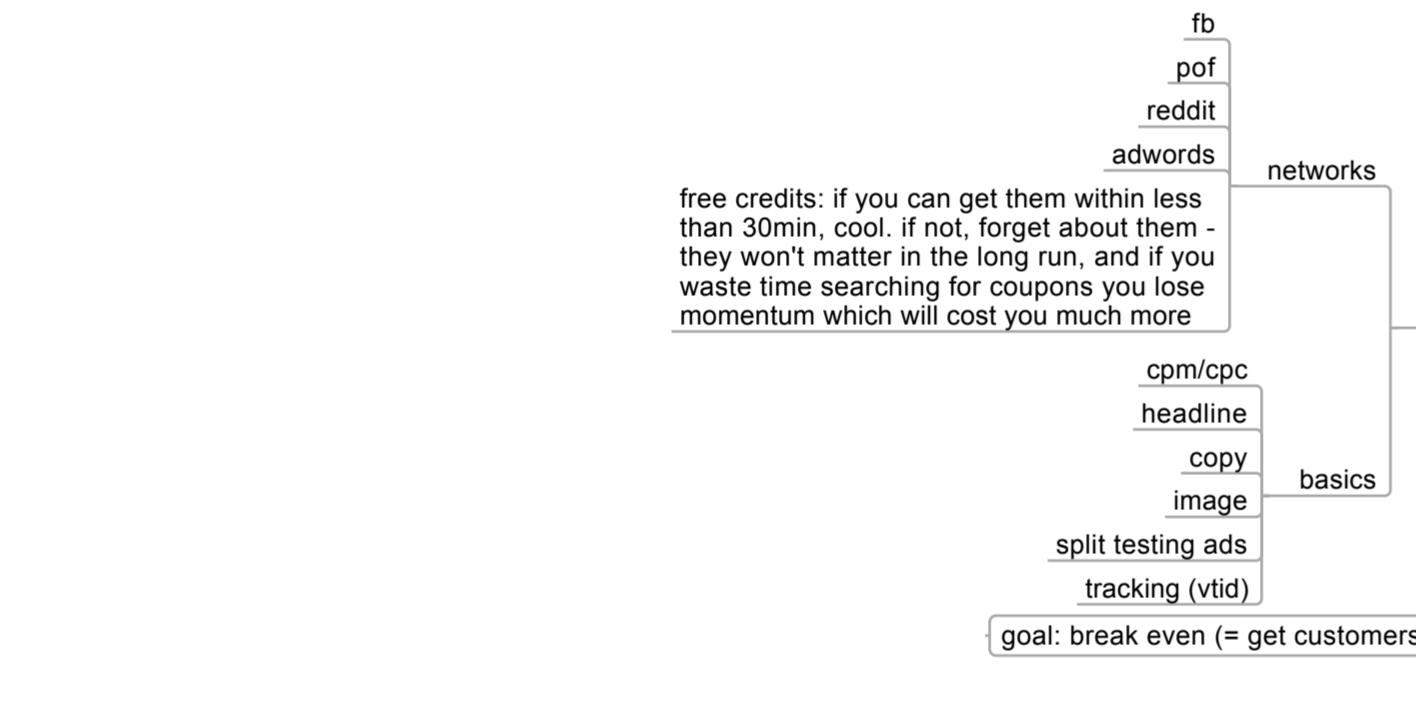
3. set up your site



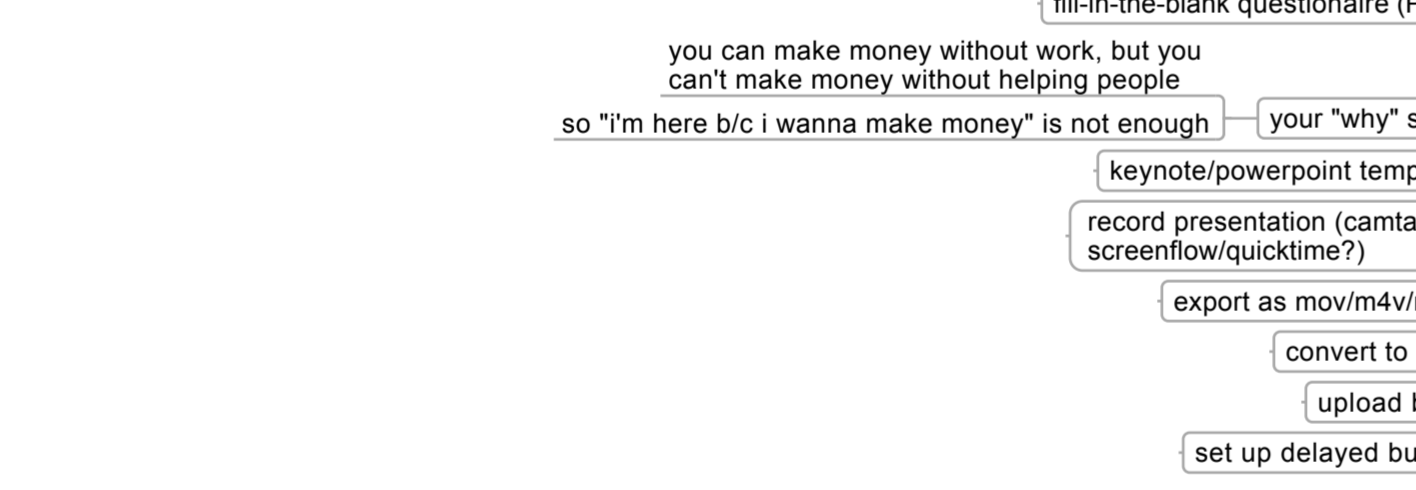
6. going to the next level



5. start selling



4. create salesletter



Hosting, Checkout & Delivery

Hosting

I recommend [Hostgator.com](https://www.hostgator.com). Go to their "Web Hosting" section and get their smallest package that includes the features "PHP" and "MySQL". Currently this is the "Hatchling Plan" which starts at \$3.96 per month and comes with unlimited storage and bandwidth. They also have a nice "Live Chat Support" feature, so if you should ever run into trouble you can talk to a technician directly and get the problem solved within a few minutes.

Template

The days where you need to hire a programmer (or program yourself) are over. For my sales funnel, I use a combination of the free Wordpress software (which you can get pre-installed on Hostgator) and the Wordpress Theme "[Optimizepress](https://www.optimizepress.com)". Optimizepress is \$97, but in return you get a set fully designed templates for anything you can ever need when selling digital info products. For instance, you can create a video sales letter page with just a few clicks, and you don't need any programming. Also, when you buy the software you can use it on as many websites as you like. I used to code my sales letters myself and spend hours and days of my time optimizing the design, creating nice looking buttons and even paying programmers to make the site do what I wanted it to do. Today I just install Optimizepress, and I have a clean, professional looking sales funnel within minutes.

Checkout

For the "checkout" process (i.e. the payment processing), I prefer [Clickbank.com](https://www.clickbank.com). There are other solutions out there (for example PayPal), but Clickbank allows the user to choose how they would like to pay, and it supports payments via credit cards, PayPal as well as direct debit (the latter applies in Germany, at least). Clickbank costs \$50 to activate your account (which you need to do before you can start selling), and they take \$1 + 7.5% as fees off each sale.

Delivery: GetDPD.com

For my product delivery I use [GetDPD.com](https://www.getdpd.com).

There are other options, but most of them are more expensive. A free alternative would be to simply put your product up on a hidden page of your blog. That, however, would expose you to the risk of people sharing the link to this page with others. And while there are ways to protect such a page in a way that only a buyer coming through Clickbank can access it, these ways require programming, and they also make it impossible for you to easily send a customer a new download link if they have lost theirs.

With DPD you get multiple services all at once:

- they host your download files (your PDF or your video)
- they protect your downloads so that only buyers can access them
- they give you sales statistics
- they allow you to find customers by name or email and send them a new download link
- they integrate with email services like AWeber, so you can build a buyer list
- they can even watermark your PDF documents with the buyer's name and email for further protection

When you sign up for DPD, you get 30 days of free service without having to enter a credit card. After your 30 days are up, if you decide to continue the basic plan costs \$10 a month and includes 20 product slots and 1GB of space for your download files.

See the videos included in this course on how to set up DPD and Clickbank to have them work together. For all the other bells and whistles of DPD check out their free tutorial website at [DPDUniversity.com](https://www.dpduniversity.com).

Without Optimizepress

If you don't want to use Optimizepress...

You don't have to! There are other tools that will help you to create a video sales letter page

Now I'm using Optimizepress, because it has many more features than just creating video sales letters. But if you're just getting started and you don't want to invest \$97 just yet, you could use a video salesletter template like the one that [Dave Lovelace is offering here for just \\$9.95](#), which features a delayed order button that you can set in a way that it'll appear only after X amount of time (for instance after the video has come to the point where you're actually showing the product).

With this template, you don't even need Wordpress, and your video salesletter page will look like this:

"Your Powerful, Grab Them By The Eyeballs, Headline Goes Here!"

Your Sub-Headline Goes Here.



Ad Networks

There are lots of ways to get traffic to your sales letter, but the following advertising networks are the fastest, the easiest and the most popular... (and the ones I use myself):

[Facebook Advertising](#) – Start with this one. This is how you probably found this course.

[Google AdWords](#) – Same principle as Facebook Ads, but more complex.

[Reddit Advertising](#) – Simple self-serving platform; core demographic being tech-savvy males.

[PlentyOfFish Advertising](#) – POF is a free dating site, and allows to target users by income, for example.

Some Best Practices

- Always prefer CPC over CPM. (CPC = you pay when people click on your ad vs. CPM = you pay each time your ad is shown on someone's screen; Note that the "M" in CPM stands for "mille" meaning "thousand", not for "million")
- Promise a benefit in your headline.
- At the end of the text in your ad, always have a call to action: "Click here.", "Sign up now.", "Click to buy."
- Experiment with adding a price tag to your ad. This will lower the response rate (CTR = "click through rate"), and since the price you pay per click is tied to how well your ad performs CTR-wise, you'll probably pay a bit more per click that way. BUT... by adding a price, you're also filtering out a lot of the freebie seekers who would have clicked your ad and not purchased anything anyway! In other words, if you add a price, then out of the people who click your ad more people might end up actually buying your product. You might make more money per 100 clicks that way, and so it'll be totally fine if you'll also have to pay a bit more for those 100 clicks (because they are worth more to you).
- If you can use a picture, use an attractive, eye catching one. People looking into the camera and "at the viewer" are more attractive than people who are looking away from the camera. And generally pictures with women on them get more clicks than pictures with men. You can also experiment with colors. For instance, on Facebook any picture with an orange background seems to work really well (maybe because orange works well against Facebook's blue signature color).
- Start by bidding the recommended bid. You'll most likely pay less than what you're bidding.
- Start by setting a low daily budget (e.g. \$10), just to get a feel for how things work.
- On Facebook, notice that Facebook will spread your budget over an entire day. So if you want to test your ads and spend \$10 quickly, you could set your budget to \$1,000, and then refresh the page and pause the campaign as soon the spending reaches, say, \$8. Note that this approach is dangerous, because the statistics that Facebook shows you are delayed. So while you might think you stopped your campaign at \$10, you might actually end up inadvertently spending \$20 or more. (Also, if you forget to watch your campaign and to pause it in time, you're basically allowing Facebook to spend \$1,000. So again, be careful with this.)
- Test one ad at a time, and measure how many sales it got you. Then calculate, for any given ad, how much revenue it brought you per click. For instance, if out of 100 people who click your ad #1, 2 people buy, and each of them pays \$49, then your revenue per click would be \$.98. That's the amount that you could spend theoretically per click and still break even. (Obviously that's not quite correct, because out of the \$49 you still have to pay ClickBank, who take \$1 + 7.5%.)
- Test multiple ads against each other. So after a few days, copy your old ad, and then make one change to it. Only change one thing at a time – say, your headline, or your image. By changing only one thing at a time, then if your new ad performs better, you'll be able to say, "Ah, so that new picture is what's

making it better". If you had changed a lot of things and created an ad that's entirely new, you would have no clue what is actually making the difference in response that you are observing.

- With Clickbank, you can use tracking parameters. Instead of sending traffic to your website, send it to your Clickbank hoplink. Your Clickbank hoplink looks like this: <http://1.YOURCLICKBANKID.hop.clickbank.net> (with "1" being the number of the product inside Clickbank). Replace "YOURCLICKBANKID" with your Clickbank name, and see if that link works and takes you to your salesletter. If it doesn't, log in to your Clickbank account, go to "My Website" and set the proper hoplink target URL (which should be the URL of your salesletter). Once the hoplink successfully takes you to your salesletter, you can use it as the target URL for your ads. The cool thing about this is that you can append a special code to your hoplink that allows you to track the source for any sale that was generated. For instance, for your first Facebook ad, you'd put in the target URL <http://1.YOURCLICKBANKID.hop.clickbank.net/?vtid=fb001>. For your second ad, you'd put in the URL <http://1.YOURCLICKBANKID.hop.clickbank.net/?vtid=fb002>. You can put whatever you like after the "/?vtid=", and Clickbank will record it, and when a sale is made the name you put behind the "/?vtid=" will appear next to that purchase inside your sales statistics. Using this tracking feature is a great way to test multiple ads at the same time, because you can always see from which of your ads each purchase has originated. (Note that the tracking code can only consist of numbers and letters, and may not exceed 24 characters. If you break those rules, Clickbank will ignore the entire parameter, so really keep this in mind.)