

How To Create Great Info Products, Even If You Can't Write

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Note: This e-book is optimized for viewing on a computer screen, but it is organized so you can also print it out and assemble it as a book. Since the text is optimized for screen viewing, the type is larger than that in usual printed books.

Disclaimer

This guide has been written to provide information to help you get yourself prepared to be a successful infopreneur. Every effort has been made to make this guide as complete and accurate as possible. However, there may be mistakes in typography or content. This guide should be used as a guide – not as the ultimate source of information.

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Message From The Author

Hello. I'm Kevin Riley.

I have been an entrepreneur – building and running businesses since 1977. In 1994, I first started building websites and created my first commercial site in 1995.

Now, I run a number of online enterprises from my home in Osaka, Japan. The information product business allows me to travel with my lovely wife, Rieko, and run my business from anywhere in the world.

I started creating products in 1982. Then, I was creating physical products – board games, taper candles, wooden toy kits. It wasn't until the late 1990s that I realized that future profits lay in information products – books, audios, videos.

Now, I'm an entrepreneur who markets information – I'm an infopreneur. And, at [Product Creation Labs](#), I help others to make their own money-making info products and succeed on the Internet.



[Product Creation Lab Private Workshop](#)

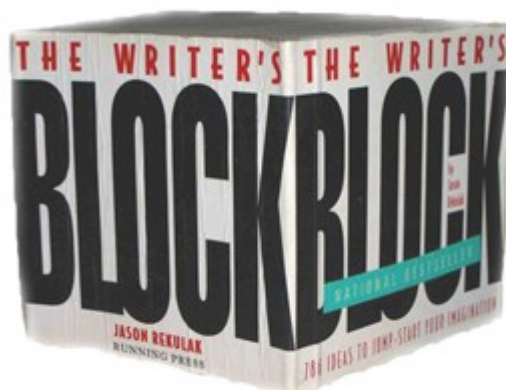


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Don't Let The Block Stop You

The one hurdle holding many back from the lucrative business of creating information products is that they feel they can't write. They fear writer's block – looking at a blank screen and not being able to fill it with words.



You don't need to be a writer to create information products. How-to guides are easiest to follow when you just use simple language. Simple directions in short, digestible sentences and small paragraphs.

With the research and organizing you do in the [Private Workshop](#), the actual writing is minimal. You'll find it easy to simply assemble your notes into a finished product.

Start Off Slowly And Surely

For your first information products, there are two methods you can use to very easily create good guides and reports. Depending on the topic of your info product, one of these two methods will help you get started as an infopreneur – even if you think you can't write.

Before You Create

After doing your market research – and finding a good niche that suits you and has customers buying information products – you need to research that niche. Observe the niche and find out what the people in your niche want.

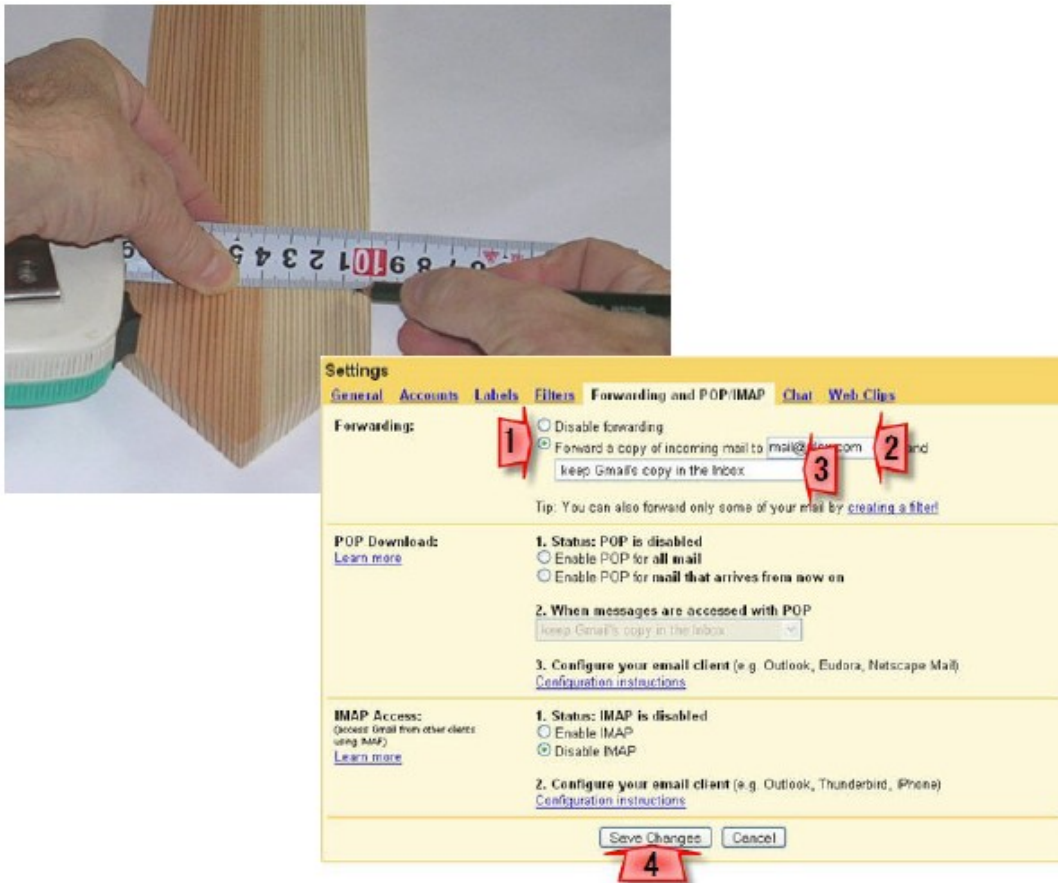


What kind of questions do they have? What problems do they need solutions to? What do they want to learn how to do? What do they want to improve? What knowledge do they want?

By being open to the wants of your niche, you'll pick up good topics for info products that already have a market waiting to buy them. To create simple, easy-to-sell guides, find just one topic to focus on – one thing to teach, one problem to solve, one guide.

Method One: Step-By-Step With Images

Many of your information products will be easiest for your customers to use if you make them with images that show them exactly what to do. Images are great for any kind of step-by-step how-to guide where you can visually show the steps.



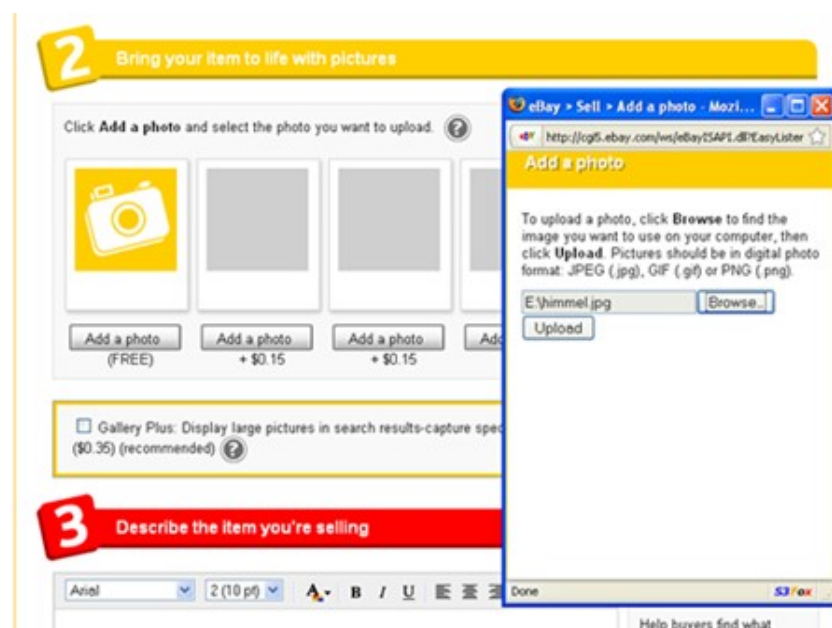
A picture truly does “say a thousand words” and will avoid long, difficult descriptions. Don't lose your reader with a wordy description that just leaves them befuddled.

Get Your Images

For physical steps – such as showing how to do an exercise, how to fix an antique clock, or how to build a log cabin – you can use a digital camera. Set it up on a tripod for best quality pictures, and to allow you to consider each shot. Then, shoot at least once picture for every step – making sure you shoot from the angle that best shows exactly what is happening in each step.

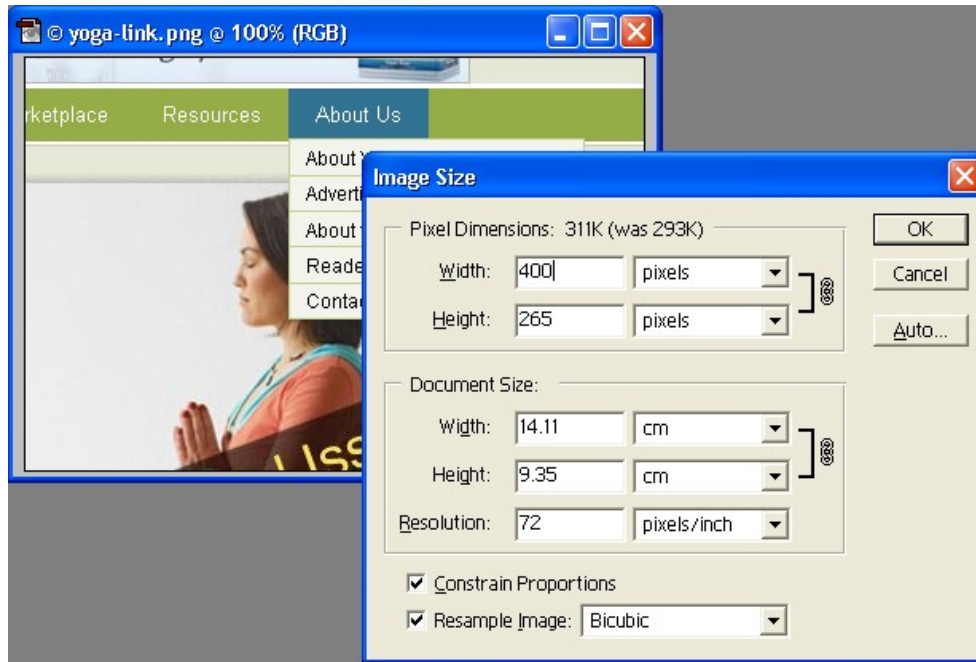


For computer-based topics – such as how to set up graphs in Excel, how to create a listing at eBay, or how to edit photos in Photoshop – use a good screen capture program like SnagIt. Go slowly and carefully through the process you are demonstrating, taking full screen captures of each step – being sure to show any important items, like drop-down menus or pop-ups.

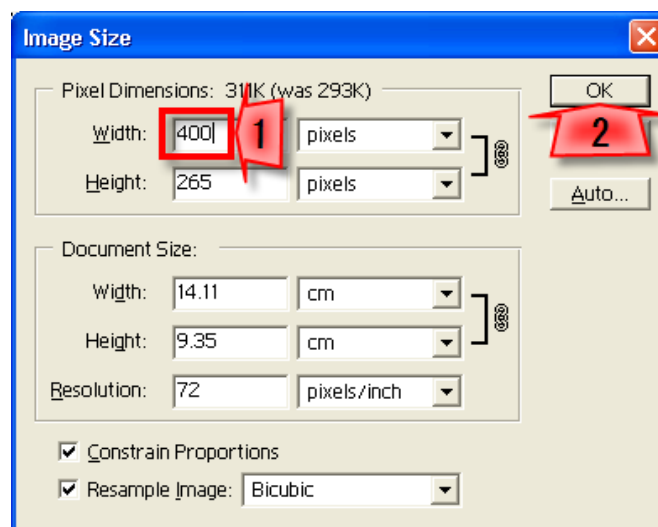


Edit Your Images

Use an image editor like Photoshop to crop your images so they just show the important area of your photo or screenshot. Then, size your images to fit properly on your guide's pages.

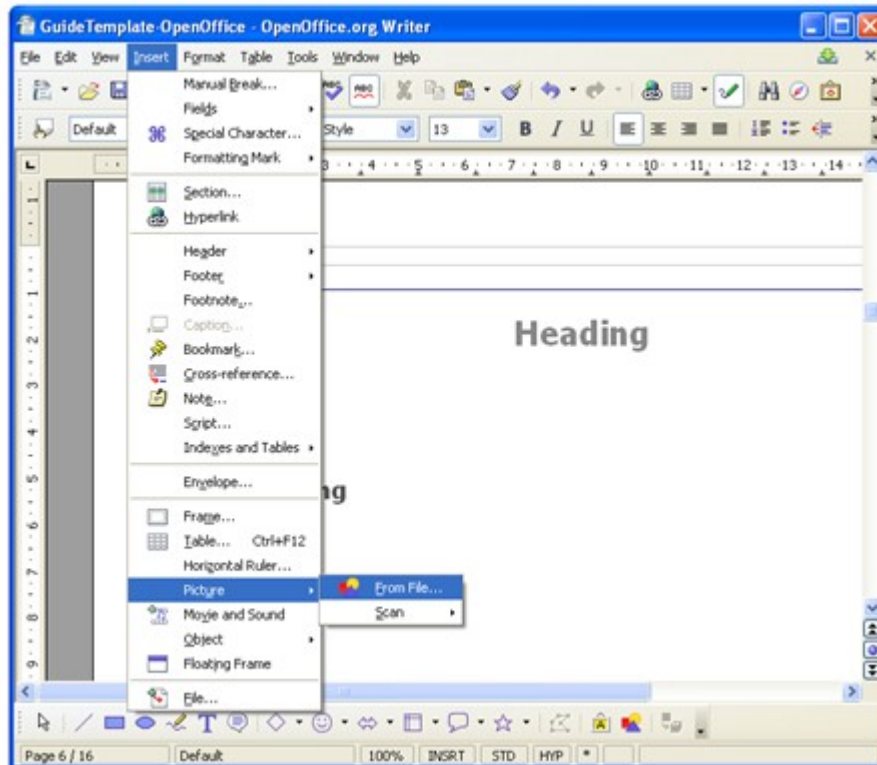


Next, add arrows or other annotations to point out what is being done or what is being clicked in the image. If you have a number of things being done in one image, be sure to number them so you can easily refer to them in your directions.



Insert Your Images

There are a number of programs you can use to create your guides. In the [Private Workshop](#), we use Open Office and a special pre-formatted template, so you simply start inserting your images. Put all your images in, starting with the first in the series.



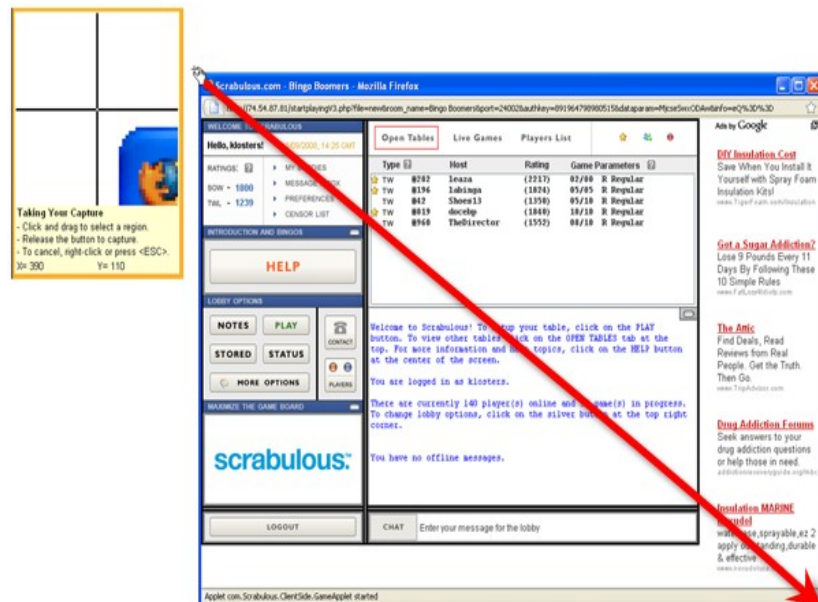
As you add your images, insert page breaks and leave space on each page for adding in your directions later.

Add Your Directions

With your images in place, you only need to write simple directions telling your reader exactly what to do in each step. Keep it simple and to the point. Don't add any unnecessary padding or fluff, and you'll give your customer the most value possible.

A small crosshair with a hand cursor will appear on the screen, along with a window that gives a close up of the area your crosshair is hovering over.

Simply click and drag the crosshair across the area you wish to capture.



Note: Since you can crop the image in SnagIt's editor later, be sure to capture more than you need. If anything outside the window – such as a pop-up alert – may also be required for an image in your guide, make sure it is also in your capture area. It is much easier to crop later, than to have to go back through a process just to get another screenshot.

In some cases, when you tell the reader to do something, it helps if you give them a reason. With a good reason, it's more likely that your customer will take that extra step, be successful, and thus find your product more valuable.

When you have an image with numbered arrows or other annotations, write your directions and add the numbers in brackets to relate the directions to the steps in the images.

Method Two: Interview An Expert

You can often get access to an expert in your local area or find one online. By interviewing an expert, and asking them how to achieve a certain goal, you can basically get your book written for you.

Prepare Your Interview

Before you get together with your expert, prepare the questions you will ask. You want to be fully prepared and make the most of your session. Don't waste your time or, more importantly, your expert's time.

Do some research on your topic and you'll know enough to ask intelligent questions that will get you the information that you need.

Why Eating

Research has shown eating plan can both developing high blood pressure already elevated blood pressure.

Do you think the DASH eating plan is the best way diet for lowering blood pressure, or are there other diets that may be more appealing while still lowering blood pressure?

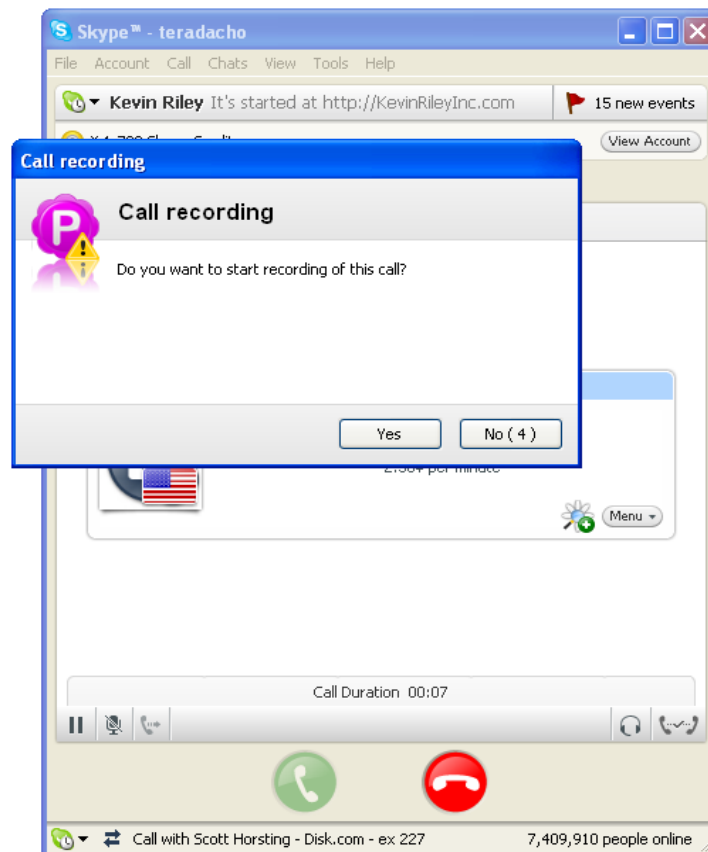
For an overall eating plan, consider the DASH eating plan. "DASH" stands for "Dietary Approaches to Stop Hypertension," a clinical study that tested the effects of nutrients in food on blood pressure. Study results indicated that elevated blood pressures were reduced by an eating plan that emphasizes fruits, vegetables, and lowfat dairy foods and is low in saturated fat, total fat, and cholesterol. The DASH eating plan includes whole grains, poultry, fish, and nuts and has reduced amounts of fats, red meats, sweets, and sugared beverages.

A second clinical study, called "DASH-Sodium," looked at the effect of a



Record Your Interview

If you're meeting your expert in person, use a portable recording device or your computer to record the interview. If you're talking to your expert over Skype, use a recording program like Skype's Pamela to record both sides of the conversation.



Transcribe Your Interview

You can either transcribe the recording yourself, or outsource it. You can find many people online who are willing to transcribe your recording for a reasonable fee. If you go the outsource route, be sure to specify what format you want your transcription in – TXT or ODT file.

Edit Your Transcription

As in Method One, use a report template in Open Office to create your info product. Copy and paste in your transcription. Now, you'll want to clean things up a bit. Proofread the transcription, and check for mistakes – especially with industry-specific words that your transcriber may not have understood.

Then, do a slight rewrite. You may want to reword your questions as introductions to what follows, making your product more like a finished report or guide – not just a transcription.

Question: Victoria is well known for it's British atmosphere and it's tea houses. If a visitor could only go to one tea house, which one would you recommend?

Victoria is well known for it's British atmosphere and it's tea houses. There is one tea house that you must put on your itinerary for any visit to Victoria. The Blethering Place in Oak Bay Village is an authentic tea house, reminiscent of the tea houses that flourished in England and New Zealand in the Thirties and Forties. Here, you can enjoy tea in the traditional manner.

Add any images that will help your reader to better understand the information.



Also, be sure to break your product up with headings and sub-headings, for easier reading.

Introduction And Conclusion

After finishing the body of your info product, it will be easier to write your introduction and conclusion.

Your introduction just needs to be a page or two that does the following. It gives a short history and a reason for this guide, letting the reader know what this information product will do for them. The introduction also tells the reader what you are going to tell them – it gives an idea of they'll find in your product.

Meet The Cast

In this *Make Your Own Animated Shorts* book, you'll create a number of one-minute comic routines with the wacky gang from *Carrot Hunt*. There's happy-go-lucky Zipper and his good friend Dusty. Miss Cleo and the dastardly Ratster are always lurking somewhere nearby, as they try to foil the good works of heroic Captain Snow and Professor Beaker.



You'll be drawing the characters in a number of funny situations, and placing them in a number of different scenes – from a very simple grassy hillside to a complex fairground scene with a moving carousel. As you go through each project, the animations will become slightly more involved – so you can keep honing your skills and learning new techniques.

At the end, you'll convert your animations into videos that you can upload to YouTube and share with your friends.

Your conclusion then tells the reader what they just learned and what they have accomplished with your guide. This is also a great time to let your reader know about the next info product – either a follow-up or companion report.

Now, You've Got Bragging Rights

Now you have your very own animated shorts on You Tube, where all your friends can see. You deserve bragging rights. You now belong to an elite group – the 2-D animators. No computer generated graphics, you have created the real thing – in the tradition of the great cel animators from Disney and Gibli Studios.



So tell all your friends. Send them your link. Brag a little.

What's Next?

Ready for a little more challenge? Get your copy of Make Your Own Animated Shorts From The Mermaid's Garden at:

<http://MermaidsGardenAnimation.com>

Waving kelp beds, darting schools of fish, and a chorus of singing clams will give you more fun practice to hone your animator skills.

