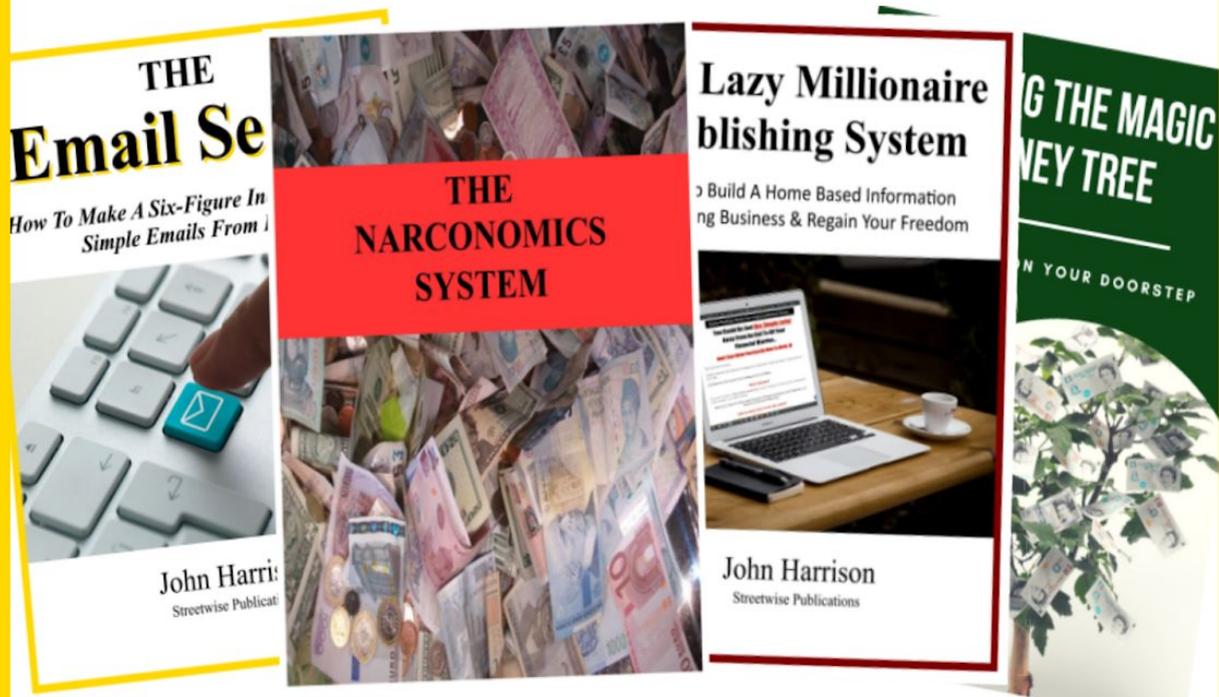


How To Create Your Own Profitable Product In 7 Days Or Less



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How To Create Your Own Profitable Product In 7 Days Or Less

In this short but incredibly powerful report I am going to lay out the methods people use to create sellable products in 7 days or less.

Products which you can sell from anywhere between £7 and well, the sky's the limit.

You could quite easily create products with an average price range between £97 and £297.

7 days doesn't seem like a lot. But if you do your research and homework... which is incorporated into the time period... you can create a product which you can sell over and over for many years to come.

It is possible to create a product within a day if you know a lot about the topic or if the product itself is a subscription model which requires a dedicated password protected website or webpage with minimal content for the first week or month.

Some marketers create simple newsletters which they sell. These newsletters can be weekly or monthly and require no more than four or five articles.

Especially if you only charge a few pounds or dollars for them. As long as they deliver on quality of content, people will pay for them.

Ben Settle produces a monthly printed newsletter for which he charges **\$97**.

That newsletter could be a digital version and I dare say it, he could probably charge the same price as it is packed with valuable internet marketing and online business tips which people are happy to pay for.

But even if you charged \$47, just a little less than half the price, that would be a digital newsletter which would generate you money each and every month.

Again, the content is what is important here. Information which teaches people how to do something that is life changing, especially around money and finance, invites a higher premium price tag.

'On another ebook / info-product project that I recently completed, we generated over \$100,000 in gross sales in little over 5 months.' – Jim Edwards, co-author of *How To Write And Publish Your Own eBook In As Little As 7 Days*

Products which you can sell can be:

- eBooks and reports.
- Video courses.
- Newsletters.
- Audio products
- Membership/subscription services
- Private Label Rights packages
- A combination of the above.

All of the above can be produced for free. The tools and services are available to start working on these products today.

Video Tutorials & Vidcasts: Video can be recorded using [Screencast-O-Matic.com](https://www.screencast-o-matic.com), a free online service.

If you pay the ridiculously low amount of \$15 per year you can record longer videos without the Screencast-O-Matic watermark and have access to the pretty cool editing suit.

For \$48 you get the Premium package with a whole host of extra tools and benefits for the whole year. Which in our real money as I write this, is less than £38... for the whole year!

With Screencast-O-Matic you can record video of your computer screen which is ideal for software tutorials. The videos which come with the *Six Figure Email Freedom* product were all recorded using Screencast-O-Matic.

If you want to record a presentation style tutorial using slides but don't have access to a software like Microsoft Presentation I recommend you use **Google Slides** which comes *free* with a Google/Gmail account... *more about this shortly*.

You can also record webcam videos which are great for podcast style and *face to face* tutorial videos which are ideal for YouTube. The audio can also be saved as a .WAV file which means that you can also create audio files and audio only podcasts with Screencast-O-Matic.

Zoom.US is another great way of recording a 45 minute video for free. Zoom is a video conference system where you host conference calls. You can also do a screenshare as part of a conference call meaning that you record your screen so people can see what you are doing. The cool thing is that you can host a conference call without inviting other people meaning that it is just you and that you can record a video of you alone.

When you record using Zoom, you get a video file and an audio file which is great for working on audio based podcasts.

Andi, our techy guy and content creator tells me that he often uses Zoom.US to record video *face to face* style podcasts because the lag between video from the webcam and the audio recorded via his microphone is less than if he uses Screencast-O-Matic. He then imports the recording into Screencast to do his editing using the Screencast editing suit and tools.

If he wants to create a video and an audio podcast he simply uses Screencast-O-Matic to save an audio file of his finished edited video production.

Podcasts & Audio Products: For audio podcasts you can also use free software like [Audacity](https://www.audacityteam.org/) which is an audio recording software or you can use [Anchor.FM](https://www.anchor.fm/) which is a podcast hosting and distribution platform that comes with a mobile app which allows you to record podcasts by talking into your phone.

This is great if you want to upload podcasts directly to Anchor which will distribute them to other audio podcasts and streaming services like *Apple Podcasts*, *Google Podcasts* and *Spotify*. Not so great if you want to add audio to your product. I personally would suggest using Audacity or Screencast-O-Matic for recording your audio.

If you use Screencast-O-Matic you create two versions of your product. The video and the audio can be used in different products or at a later date can be added to YouTube and podcasting platforms as a way to generate traffic to your website and products. Win-Win situation.

Books, eBooks, Reports & Manuals: When it comes to writing eBooks and reports, you can use free software like [Google Docs](#) which comes free for anyone who has a Google and Gmail account. I highly recommend getting a Gmail account because you get a lot of free cloud storage as part of [Google Drive](#) and access to incredible tools like [Google Docs](#), [Google Sheets](#) and [Google Slides](#).

These are all very useful for creating products and completely free to use. With your Google tools you can access them across a range of devices and you can access them from anywhere in the world by logging into your account whether you use your own devices or not.

Everything is saved and backed up on their cloud servers.

Walk And Talk A Book Into Creation

The fantastic thing about Google Docs is that it comes with an excellent *Speech To Text* tool meaning that you can write an article or an ebook by talking into your microphone or phone.

This allows you to take the dog or yourself for a walk and you can walk and talk as you go along. The Google docs *Speech To Text* app will convert what you say into an editable text which will be synced with your laptop and ready for you to work on when you get home. As long as you are connected to the internet while you walk and talk. If not, it will sync and update as soon as you are in range of your wifi or a signal.

Watch the video here to learn more [Using Google Docs To Create An Information Product By Talking](#)

Another fantastic way to create an ebook/report fast is to record yourself talking about a subject and then uploading it to [Rev.com](#) which is a paid transcription service. Again you can take yourself off for a walk, record yourself talking into your phone using Rev.coms recorder which comes as part of their app and then send it to them with the click of a button to be transcribed.

It will be sent back to you as a text file ready for you to edit within an hour or two usually. Rev.com say that they will get the text back to you within 24 - 48 hours but people I know who use the service tell me that they get the transcription back within an hour or two. It is a very fast service. As you can imagine, there is a cost with this service and they charge \$1.25 per minute so you can roughly work out how much your recording is going to cost you.

If you want to create ebooks and reports to promote then I suggest that you find one or two ebooks/books from other people on the same subject you wish to write about, read them and write the information in your own words as you go along.

Most people who write books about a subject write about what they know. But let's not forget, they didn't always know what they know now. They had to learn the subject and once they had learned it, they wrote about it.

So the question is this... what is the difference between them and you after you have read their book, learned what is written, then wrote about it in your own book?

Nothing in my opinion. Once you have learned something, you now know it and become a kind of *expert* in that subject.... maybe a lesser expert, but an expert nonetheless. You now know a lot more than other people.

You now know information which you didn't know before and now that you know it, you are simply sharing it with others. It is just the way of the world. Reading a couple of books to learn about a subject before writing is basically research... is it not?

Unless the content is scientific in nature and the author is credited as the discoverer of the information, you cannot get into trouble for plagiarism or theft when writing about common knowledge information.

If you do use scientific information which is credited to people, give them the credit and citation they need to be on the safe side.

But if you are writing ebooks and reports to make money, you probably won't be going too deep into baffling sciences and theories.

Anything which is considered a fact, is in fact copyright free and can be used.

For example: There has been a lot published over the years about serial killers, such as their names, their victims, where they lived, the names of the family and the schools they went to.

There is nothing stopping you from using that in your own books whether or not you took it from another book because it is all factual.

When it comes to books, it is generally the way the book is formatted, written and worded which is copyrighted. So make sure that you write in your own words and format any work you do so that it doesn't look, sound or read like other people's work.

Book, eBook & Video Covers & Graphics: Covers can be made using online software like Canva.com. Canva is free, there is a premium paid service but a free account will be enough to create a basic book design.

The paid version of Canva gives you more access to tools and you have access to a huge library of templates and royalty free images.

If you want to use the free version of Canva but need good quality images, royalty free images can be sourced from sites like Pixaby.com and Pexels.com. Again most of these are free to use. Just be sure to double check the individual licensing condition of each image on these kinds of sites. Some may not allow you to use them for commercial use.

If you plan to use screenshots of your laptop screen in your product then you can do this incredibly easy. There are a lot of tools which allow you to take a picture of your screen. All laptops come with a button which will take a full screenshot which will need to be cropped in free art software like paint or paint.net.

There are other software tools which you can use like Skitch and Gimp where you can choose the area of the screen you wish to turn into an image and save it as your image without the need to crop it in another art software. It is a lot less faffing and you can also add arrows and text to images in these tools.

If you need to take a picture of what you can see on your smartphone screen then all smartphones come with a way to take screenshots. If you sync your phone up to Google or Apple, your pictures will be backed up and can be easily accessible on your laptop. Or simply send them to yourself via email or Facebook messenger so that you can retrieve them on your laptop.

Planning is Essential

The best way to create products fast is to plan them. Decide what the subject is to be and what you want to incorporate in your product.

In book form that comes as chapters. Write out a list of chapter ideas and then you have a working plan which you can work with. If it helps, decide on a word count per chapter. That helps to give the writing an end goal meaning that it doesn't seem so daunting. Even if you write a lot more than you planned, knowing that you are aiming at 2,000 words total per chapter helps the mind to not become overwhelmed.

Here is a 7 day plan for creating a product which you can sell. I am going to use writing a manual as the focus but it can be used for other products.

Day 1: Decision Day: Decide on the subject matter of your product. Decide on how many words/chapters/videos you want to incorporate into the product. Decide on who it is for and what it is that you want to do with the product.

Spend as long as you can making these decisions. Today is a kind of brainstorming day, you are thinking through the overall details of the product. Think about what it is that you want to achieve and how you are going to sell and promote your book.

Day 2: Research & Brainstorming Day: Open up documents on your computer and start to write down chapter ideas, points you want to include and allow the ideas to flow. Write down anything and everything that comes to mind. Allow one idea to roll into another.

Go to Google and search for any information you think you need. Open up books and watch videos to get ideas of what you want to incorporate into the actual content of the book.

By the end of the day you should have an outline - or at least a stack of ideas - to work with. This will make the whole creating process a lot easier.

Day 3: Start Writing Day: Start writing. No matter how you are feeling, whether you think you are ready or not, or whether you think you have enough information, start writing.

Take your notes from yesterday's research and brainstorming session and start to write them out in a semi coherent and understandable fashion. Really elaborate on points and flesh them out.

Don't worry about editing. Today is a *content dump day* as I like to call them. Get down as much as you can about the subject you are writing about. Don't worry if you do not get everything done in one day. Allow yourself to simply write. Unless you get finished today, you have day 4 & 5 to carry on writing.

Day 4 & 5: Continue Writing Days: Carry on from where you left off yesterday. Keep adding new information and ideas to your writing. Get as much down as you can and keep writing.

Day 6: Editing Day: Today is the day that you sit down and read through everything you have written and start to edit it into a more understandable and coherent product. This is where you format the layout too such as adding subheadings and breaking up paragraphs into more readable chunks etc.

Spend as much time as it requires to format and edit the book. Get it right now and you won't need to keep going back to it in the future. If it is an ebook you are selling as a PDF from your own website then having to make changes in the future isn't hard, but it is annoying.

Day 7: Cover Design & Images: Today is the day that you design the cover if you are doing it yourself, create and add any images such as screenshots to your book Today is the day that you turn your idea into a finished product ready to promote and sell.

It is possibly that you get your product finished before the 7 days are over or you might take longer. It really doesn't matter. What does matter is that you plan out your project, make a start and work at it until it is finished.

The 7 days is a guide. You might find it useful to use it as an absolute. Giving yourself only 7 days to create a product and then when the 7 days are over do no more. If that works for you that is great.

Ideally it is only a guide and if that works best for you then that is great.

Whenever you start to create a product, you need a plan to follow otherwise you run the risk of not finishing the product and that means you will have nothing to sell.

Having nothing to sell means that you will not make any money.

The great thing about digital products is that they are easy to make, you only need to make them once and you sell them for many years.

As the saying goes...

Fail to plan is a plan to fail.

It's like driving a car to a new destination. You would consult a map or set up satnav to direct you there... or at least I hope you would. There is nothing worse than driving blind. The chances of reaching your chosen destination without having a small amount of an idea as to which way to go is incredibly slim.

It is exactly the same with creating products. If you do not have a detailed plan of what it is that you want to achieve and to include then you'll waste a lot of your time writing blind.

Research and planning is vital. You should spend a fair amount of time in the planning and research stage as it will really make the whole product creation easy. This is why the first two days of the process are dedicated to this process.

Write The Sales & Promotional Material First

This is what a lot of copywriters who are now product creators do. I myself have done this a few times. In fact I did it recently with an idea I had during lock down. I wrote out the sales letter which highlighted what the product would entail and so with that I was able to clarify what the product needed and got it made.

I actually tested the sales material before the product was created to see if it would sell. Over the weekend it generated £4,000 in interest. I know then that I had to make the product. Fortunately it

didn't require a lot as it was a subscription service which needed a newsletter and a simple one page building and I had a guy who was able to do that for me real fast.

Many copywriters and product creators who have large email lists test out product ideas. If there is much interest, they then go and develop the product.

Writing the sales and promotional material before you start the product creation kills two birds with one stone. Not only do you get the sales material ready for launch, you create a plan to follow when you create the product.

So how does that work?

Well, when you are writing your promotional material and sales copy you need to highlight the benefits and reasons why people should buy your product. You list what the product can do for them and what the product includes.

When you write your sales copy and start listing these features and benefits you begin to build your detailed product plan. As you write, you are thinking through the product, you are developing the product in your mind and putting the product plan on paper.

Now, I am not suggesting that you do this, especially if you do not have a large email list or if this is your first product creation. But I thought you should know about this method as it is one which is used by many.

The opposite also happens, when you develop the product and create the product plan, you create enough information and content which you can use in your sales copy.

A product can be sold for many years, but if the sales copy does not do your product justice you will struggle to make sales.

To learn how to take your sales to the next level by writing killer sales letters, and headlines which grab people's attention leading to increased sales you might want to check out [One Letter From Retirement](#).

[One Letter From Retirement](#) is our course which teaches you how to write the kind of sales copy which has generated millions of pounds for me and my business over the last 30 years.

Go check it out here: <http://www.streetwisepublicationsltd.com/olfr/>

Super Fast Product Creation Ideas

The Interview: One of the fastest and easiest ways to create a profitable product is the interview.

Once you have an idea of what niche you want your product in, say for example you wanted to sell a product about *copywriting and making money through writing sales letters*, you would look for those people who are doing exactly that, shoot them an email asking if you can interview them.

Tell them that you want to record it and turn it into a product. Tell them that you are going to let them also promote the product as their own or offer them 50% share of the income.

Any who say yes to your request, arrange a time with them and record a face to face chat online using Zoom or Skype.

Try and get 10 or so of the best people and compile the interviews into a product. You can get the interviews transcribed and turned into a pdf. You then also have a book or a report to give away as a bonus or an email lead.

You could also sell the book. As long as you have the consent of those who you interviewed and everyone knows what your plans are.

Jim Edwards suggests recording interviews and chats over the phone and having them transcribed into books. If you and a friend, or a person of interest chat for quite some length on one subject you will have a lot of content. That itself will be a book.

When people speak they say around 200-230 words per minute. Compare that to a fast typer who can only knock out somewhere around 70 words a minute. Talking for an hour about a subject will give you a lot of content.

Content Curation & Compiling: Another super fast product could be compiling videos or written content from other people. I have seen this before, but I do give a word of warning here, you cannot charge a lot for it and it can appear a little unethical however, people have done it.

What you do is find a series of videos on YouTube or written content which solves a specific problem or teaches a specific skill. You then compile it into a product by adding it to a page on your website and then charging people to access it.

Often the content used is PLR. This is content you are allowed to use. Saves you risking getting into trouble by stealing other people's content. The downside to PLR is that in general, it can be poorly written and quite basic. More about that in the next section.

The idea with curating content is that you have saved people a lot of time having to look for and research the information they need, and so they pay you to access the vault of information you have compiled on their behalf.

It is often a cheap stocking filler product. Personally, if it was me I would take the content and redo it as my own. Shoot a few new videos of your own or have a new PDF written up. Like I mentioned earlier, take it and own it as your own then make your own product.

Private Label Rights (PLR) Packages: This is similar to content curation but instead of people learning from the content, they can use it as their own however they please.

You can pay to have content created or you can source it online from one of many PLR resources. Check the terms and conditions of where you get your content from though, they may allow you to take and use their PLR and sell it as part of a product to learn from but may not allow the reselling of their PLR as PLR.

People who are trying to grow email lists and websites need content and to create content yourself can be time consuming. To have unique content created specifically can be very costly. PLR is a good compromise, it sits between the two offering *done for you* content at an affordable price. It saves a person having to create the content themselves and saves them from having to payout a lot of money having content made.

Selling Free Tools & Resources: Another product I have seen sold many years ago had its value increased by offering up a vault of royalty and license free music and sounds which they had either sourced from other websites or they bought in bulk.

The product was called *From Sounds To Pounds*, or words to that effect. The product was about creating a podcast. This was when podcasting was in its infancy and before everyone was doing it. The product may have had a couple of videos showing you how to record a podcast, maybe it was just audio. There was a PDF with the information written down so that it could be read and easily found.

They might have also included free open source software like Audacity... I think that is where I first heard about Audacity and how it can be used to record podcasts.

The price for this product was £97 and this was way back in 2010 - I believe - and the value of the product was increased by adding a tonne of music which people could use. The fact that most podcasters will settle on one or two pieces of music meant that it was a lot of money for a lot of music you are not going to actually use. Music which you could easily source elsewhere.

But that is not the issue, the information itself could probably have been found on YouTube or on other websites. That should never stop you from creating products. Just because a book, video or podcast on a specific topic already exists, that doesn't mean that you should not make your own product or that you cannot profit from it.

I remember many years ago, reading about a guy who was selling a CD-Rom (That shows how long ago this was) at a business expo. The CD-Rom was a collection of software tools businesses needed. These tools were FREE open source software available to everyone.

This guy compiled a package of FREE tools most businesses needed and sold them as the ultimate business software package.

Is this ethical?

Maybe not... I am sure the software owners would be pretty miffed if they knew the software they had spent their time developing and decided to give away to people for free was being sold as a package.

But is it illegal or wrong?

I don't think so. I don't believe he ever got into any trouble. I do know that a lot of people were happy to buy his package and that he made a lot of money. All because he took the time to gather together the software tools all businesses (at that time) required and he gave it to them. He saved them time and money having to gather them up for themselves.

I am not telling you to go out and gather up a lot of free stuff and sell it. You obviously need to know whether there is a market out there first.

But I wanted you to realise what kind of products people have sold... products which are very quick to throw together.

So there you go, creating a product need not be a long arduous task. Obviously, if you spend time crafting up a great product it can be received a lot better, but also, if you do not know whether there is a market for your product or not you can spend a lot of time crafting the perfect product only to find that no one needs it or wants to buy it.

The important thing is that once you start, finish the product so that you have something to sell or give away as a bonus or a lead magnet to build your email list.

That is the great thing about the digital age, once it is done and on file... it can be saved, reused and repurposed in many ways.

All the best.

John Harrison.