



**Determine The Topic Of Your Product.**



**Choose A Title For Your Product.**



**Register The Matching Domain Name And Secure Hosting.**



**Research For Ideas To Include In Your Product**



**Brainstorm Other Ideas For Possible Inclusion.**



**Arrange Your Ideas Into A Workable Outline.**



**Decide Upon A Goal Number Of Pages To Write And Divide Into 3 Daily Assignments.**



**Complete Writing Assignment Number One**



**Complete Writing Assignment Number Two**



**Complete Writing Assignment Number Three**



**Prepare Your Product Document**



**Package Your Product Document, Part 1 (Contents)**



**Package Your Product Document, Part 2 (Cosmetics)**



**Create Powerpoint® Slides To Match Main Points**



**Record A 60-Minute Screen Capture Video From The Manuscript.**

## How To Find Hot Topics For Infoproducts

- Keep an eye out on Clickbank's marketplace.
- Scan the best-seller's list at Amazon.com and JVzoo.com.
- Search Google.com for competitor's products.
- Browse market-related forums for hot topics.
- Scan the popular article directories and blogs.
- Ask your audience which topics most interest them.

## How To Find Hot Topics For Infoproducts

- Does the title accurately represent your product?
- Is the title appealing and benefit-rich?

## How To Brainstorm Ideas To Write About

- |            |           |          |             |
|------------|-----------|----------|-------------|
| Ideas      | Notes     | Lists    | Questions   |
| Reminders  | Shortcuts | Thoughts | Steps       |
| Checklists | Facts     | Reasons  | Comparisons |
| Contrasts  | Tips      |          |             |

## How To Outline And Organize Your Ideas

**Option #1:** Sequentially. (Arranged in chronological order.)

**Option #2:** Systematically. (Grouped together by logical relationship.)

**Note :** Include as many topics, subtopics and tips as possible for a detailed outline.

## How To Write Your Pages Of Content

**For all three writing assignments...**

- Write at least one page per hour (very modest goal).
- Write 2-4 paragraphs for each of the "points" in your outline.
- Be sure to thoroughly explain your ideas.
- Work in as many tips as possible.
- Include examples and case studies to illustrate points.
- Inject your personality into the writing.

It is recommended that you write 12 pages which will create a manuscript for a 45-60 minute slide presentation video.

## How To Prepare Your Infoproduct

**PAD:** Insert additional content where needed to strengthen.

**POLISH:** Use various fonts, font styles, indentions, separators, etc.

**PROOFREAD:** Identify and correct grammatical and typographical errors.

## How To Package Your Infoproduct (Contents)

- |                    |                 |                |
|--------------------|-----------------|----------------|
| Title Page         | Legal Page      | Author Page    |
| Special Offer Page | Product Content | Resources Page |

## How To Prepare Your Infoproduct (Cosmetics)

- |                       |                                    |        |
|-----------------------|------------------------------------|--------|
| Header And Footer     | Margins                            | Fonts  |
| Headlines.            | Indentions And Boxes.              | Styles |
| Colors And Highlights | Graphics, Screenshots, Photographs |        |

Then, convert to .pdf for delivery.

**Congratulations You Have A 12-Page Manuscript And 60-Minute Video To Sell!**