

**FREE REPORT**



# **11 QUICKEST WAYS TO MONETISE YOUR EXPERTISE**

**AND FILL YOUR PRODUCT FUNNEL**

**LEVERAGE YOUR TIME, EFFORT &  
EXPERTISE TO GET MORE INCOME &  
FREEDOM FROM YOUR BUSINESS**



*"Turning your knowledge into passive income"*

**DANETTE HIBBERD**  
[www.ProductFunnelFormula.com](http://www.ProductFunnelFormula.com)

## 11 Quickest Ways to Monetise Your Expertise And Fill Your Product Funnel

*Published By:*

**Danette Hibberd**

2 Maple Street

Greystanes 2145

Australia

[www.ProductFunnelFormula.com](http://www.ProductFunnelFormula.com)

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I'm sure that as a female entrepreneur or woman in business, you yearn to be successful. You want to earn more money yet you realise there are only three ways to grow your income.

1. Get more clients
2. Charge more for your products or services
3. Work longer hours to accommodate additional clients

But, as you consider how you could achieve any of these, you might feel overwhelmed and frustrated; confused at how you will attract the extra clients, be concerned as you try to work out what you have to give up in your personal life to allow you to work more, and worry that if you charge more, will you lose the clients or customers that you already have.

It's my guess that you've probably got a host of other concerns, worries and challenges as you wonder just how you can make more money without having to dip more into your personal time, go into more debt or even struggle with the need go back to a regular j-o-b.

So, if that's the case, how can you turn it all around and enjoy time with your loved ones, taking a holiday or doing what you love, and still earn more money at the same time?

The key to achieving this balance is to shift your business model from working one to one, to instead working one to many.

Confused?

It's simple really, so let me lay it out for you.

### **Case Study – Mary Scott – Sales Training Coach**

Looking from the outside, it appeared Mary was living the dream. Her business was booming with a schedule full of devoted clients, and she was booked solid for months in advance. She had a loving husband who was also a great father to their two daughters.

Mary was excited about being in a business of her own, passionate about what she had to share with others yet physically, she was becoming more and more exhausted. Continually feeling frustrated, she struggled to meet her client's needs, take care of the

administrative duties, honour her commitments with her colleagues, attend the necessary meetings and networking functions and so on.

Her husband was becoming less tolerant of her repeated cancellation of their private engagements, her more frequent calls to have him drive the girls to their sports and dance lessons and her increasing lack of interest to socialise, let alone be in any mood for intimacy was beginning to drive him crazy.

He was now insisting that she give up the whole idea of being a business owner, and instead, get a comfy part time job to allow her to be the wife and mother he had thought he'd married.

Mary had reached the point when something had to give.

## Why Are You In Business?

You're in business for a reason, and that reason is particular to you, but the majority of business owners begin because they want to make a difference in the world.

At the same time you want to make a difference, you also want to make money, and experience the lifestyle that you dream of.

However, the majority of small business owners and solo-preneurs work long hours, struggle to complete all the tasks necessary to get through the day, scramble to attract the necessary number of clients or customers to stay afloat or even place a ceiling on their income as they continue to trade their time for dollars.

## The Key To Success

The key to generating a truckload of loyal fans and an income that results in huge long-term profits for your business is to create an effective product funnel. And the best way to fill your product funnel is with information products.

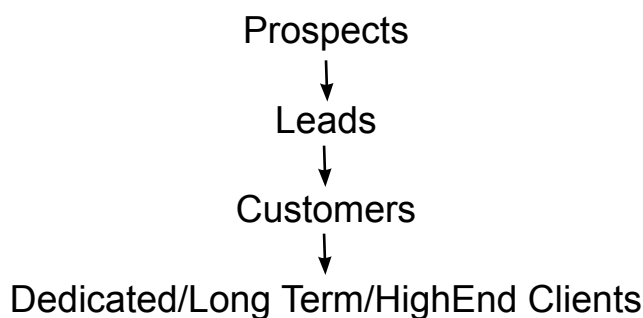
Creating information products requires a shift in your business model to move away from working one to one, to in fact working one to many.

As you become familiar with information marketing and the use of information products, and understand the principle of “Work Once Wisely” you’ll be scrambling to add info products to your toolkit, regardless of your industry. Coach, trainer, consultant, dog trainer, florist, gourmet chocolate chef, beauty consultant, chiropractor, author ... you name it, you can use the WOW program to monetize your expertise.

## Why Use Info Marketing?

For info marketing to be effective and grow your business, it is important to build relationships with your potential AND existing clients or customers.

This process follows a system as outlined below.



We understand that you have a unique set of skills and knowledge that a lot of people out there want, need and if they could get it, would benefit greatly. This group are your prospects.

In order to attract prospects, you need to be visible. Your marketing efforts are your first step to finding these people and having them come to the top of your marketing funnel. Offer a free item as an incentive such as a special report, your newsletter, a free audio or similar in exchange for their name and email address. These people now become leads.

As you build trust by continuing to provide great information to your leads, they will want more of what you offer. This is the time to introduce a low to medium cost option for them. You will help provide a solution to their challenge, but a percentage will always want to still learn more.

The progression down your marketing funnel continues with the percentage of customers becoming less yet the quality and amount of information desired is increased.

The final stage of the marketing and product funnel is where your income begins to explode. These high end clients love what you do for them and become your dedicated and loyal fans.

Information products are key to growing your relationships and your income with the logical progression outlined in the diagram below.



**Fig: Marketing and Product Funnel**

A product funnel as above will have you attracting potential clients, convince them to purchase your product or service, and keep them coming back for more.

## **Accelerate Your Product Funnel Creation**

### **1. Earn the trust of your potential clients.**

This is the first step to creating a solid product funnel. These people will not be prepared to take the risk and will not easily purchase your products or services unless they are assured that you are the best solution to their problems. The way to do this is to offer information that will make a huge difference to their lives. You must either ease their pain or bring them pleasure. When you help and provide value, you can be assured that they will return the favour by being loyal to you and by purchasing your products and services.

### **2. Know your target market and what they want.**

You'll be in a better position to offer your potential customers exactly what they want if you know ahead of time what they require from you. Before investing time, money and effort developing your products, consider knowing these people on a deeper level. It is not enough to simply know their needs and desires. It's also important that you understand where they are coming from and why they need your expertise. Know what itch they need scratching or what keeps them up each night.

### **3. Develop multiple information products.**

Fill your product funnel with low-end, middle-of-the-range, and high-end products that will meet the varying needs, buying power and skill level of your clients. In other words, make sure that each offering has unique information that will fit the skill level of your customers, have different price tags and they must also offer different features and benefits. Remember, we each have different learning preferences so it's great to offer products to read, products to listen to, and products to view.

## What Is An Info Product?

An information product is any product or service that you can give or sell to people to provide them with information about a specific topic, with the main attraction being 'content'.

## Advantages of Info Products?

If you're looking for ways to leverage your time, effort and expertise and create additional streams of income through your business, then creating hot information products may just be the answer.

Regardless of your business, there is always opportunity to include additional revenue streams and take your business to the next level.

### **Benefits of information products include:**

- Add more variety to your business portfolio
- Repurpose or repackage your knowledge
- Create additional streams of income
- Do the work once and be paid over and over
- Reach a wider audience
- Cater for various buying levels and skill sets of your potential and existing customers
- Increase communication and marketing opportunities
- Position yourself as the expert in your niche
- Have customers scrambling to work with you
- Build your list with highly qualified leads
- Establish your credibility
- Gain more referrals
- Eventually turn prospects into life time customers

**Benefits of Digital info products include:**

- Virally market your main business
- Increasing your profit margins
- Inexpensive and easy to produce
- Inexpensive and easy to distribute
- No inventory required
- Helps you create an automated sales machine
- Opportunity to make even more money

It is this strategy of leveraging your expertise that enables you to do work once and repurpose or repackage this knowledge into different products to appeal to different knowledge levels, skill bases, different learning preference styles and even varying price benchmarks.

Apply today for your

**ONE ON ONE**

**“CREATE YOUR PRODUCT”**

**Strategy Session with Danette**

**If you're wanting to add info products to your toolkit, but not sure where to start, what to do or how to ensure your product will be a raving success, perhaps you need some help.**

**I will show you how to use the knowledge that you already have to create an information product that can be sold over ... and over ... and over ... again!**

**Start NOW to gain more income and more freedom from your business. If you're serious about monetizing your expertise and building multiple streams of passive income, email [info@productfunnelformula.com](mailto:info@productfunnelformula.com)**

## What Are Info Products?

The truth is, even within different modes and methods, there are things you should do – and things to avoid. The choices you make and how well you learn these income-boosters and pitfalls will contribute to your success – or lack of it. But no passive income model is doomed to be just a pipe dream, if you learn the skills and techniques the “super affiliates” use. This does take self-discipline, and above all, focus.

Information products are tools that allow you to leverage your

**TIME + EFFORT + KNOWLEDGE**  
**For \$\$\$\$\$**

Providing the opportunity to shift your business model from

**One to one      To      One to Many**

Info products come in many forms and may include:

- |                  |                   |
|------------------|-------------------|
| audios           | assessments       |
| interviews       | newsletters       |
| special reports  | tele-classes      |
| e-courses        | videos            |
| books            | articles          |
| card decks       | webinars          |
| board games      | homestudy courses |
| e-books          | group coaching    |
| reference guides | seminars/workshop |
| how-to guides    | live events       |
| training guides  | public speaking   |

Can you think of other ways you can repackaging your knowledge?

.....  
.....

## How Can I Create Info Products?



Many women in business are confident of their skills in imparting their expertise to their clients, whether a business mentor, beauty therapist, presentation skills coach, personal trainer or even a make up artist, portrait painter or herbal gardener.

Regardless of your industry, do you feel that you want to:

- share your knowledge with others in the world
- have a wider audience of raving fans and
- earn more money at the same time



but you're not sure how you can make it possible?

Some challenges that may be holding you back might be:

- I don't have the expertise to create my own info product
- I don't know where to start with making a product
- My industry is difficult to create a product for
- There's already so much offered in my target market
- I don't know which subject will sell
- I don't have the time to spend creating a product
- I don't have the technical expertise
- It costs too much to make products
- How can 'little old me' compete with the experts?

- Who would want something I produce anyway?  
Do you have any challenges? If so, what are they?

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Reframe these objections into positive.

.....  
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Before you begin thinking about your info products you must:

- Be clear on your vision for your business
- Identify your target market and who you serve
- Know what problems or challenges do they have
- Identify the ways to solve their problems
- Create your roadmap or action plan
- Be passionate about what you're doing



**You can't attract clients or become an expert if you don't know EXACTLY who your target market is, or what makes you unique.**

**Need help? Book a strategy session today –  
[info@productfunnelformula.com](mailto:info@productfunnelformula.com)**

## So, let's begin making our first info product.

The easiest and most effective products are made when you create your product around **something you already know**.

When you began your business, or began thinking about the idea for your business, or think about your passion or hobbies, what questions or challenges did you have? Let's imagine that you have a jewelry business where you successfully sell beautiful, originally crafted beaded accessories:

- Where is the best place to buy the assorted beads?
- How can I make my own items of jewelry?
- What's the best method to clean them?
- Are some beads better quality than others?
- How can I start my own bead jewelry business?

Great! You now have 5 chapter headings for your

Great! You now have 5 chapter headings for your

### **How to Guide** or **Special Report**

If you have more questions, simply include more headings or chapters. Include tips under each heading and you have your first short product.

Remember to keep it simple. The purpose of short reports or guides are to give the reader a few direct pointers, and should not create overwhelm.

You can now flesh out and expand each of your chosen headings to create an

### **e-book** or **e-course**

Consider using each chapter and develop a **teleseminar** series, with each call focusing on just one chapter.



While you're enjoying speaking into the telephone, (and as a female this is something you don't really have to work at!) **record** the teleclasses and you have an instant **audio course**.

If you're not confident about speaking live with your customers, simply record yourself using a free software program such as Audacity on your own computer

Get Audacity at

<http://audacity.sourceforge.net/>

By now, you've simply chosen 5 questions that you had when you began your business, and with some thought you've been able to produce a number of information products including:

- A special report
- A short audio
- An e-book
- An e-course
- A teleseminar series
- An audio course
- A short home study package

But that's only 7 products. So, let's keep going.



Send out invitations or run a promotion to attend a live **workshop** which can be filmed creating **dvd's**.

Package your cd's, dvd's and manual and you have a high end **home study course**.



Add one on one coaching with your cd's, dvd's, manual and you have a **high end personalized jewellery making program** including **personal access to you**.



As you can see, you have now developed 11 ways to monetize your expertise and fill your product funnel:

1. A special report
2. A short audio
3. An e-book
4. An e-course
5. A teleseminar series
6. An audio course
7. A short home study package
8. A live workshop
9. Video products
10. A high end home study package
11. A personalized home study program

Notice the above 11 formats of information products have all been created from the same idea.

Through fleshing out, repurposing and repackaging your expertise, eleven information products have been created, providing opportunities for multiple streams of income. And at the same time, you are offering a variety of formats to cater for the different preferred learning styles of your clients.

**It's now your turn:**

When you began your business, or began thinking about the idea for your business, or think about your passion or hobbies, what questions or challenges did you have?

1. ....
2. ....
3. ....
4. ....
5. ....

Congratulations, you now have 5 chapter headings for your first info product eg special report, audio, instruction, teleclass or 'how to' guide which you can flesh out to create an e-book, e-course, teleseminar series etc.



## How do you know what your target market really wants?



- Conduct surveys with your own list whether in your emails or on your web page I use One Minute Poll at <http://tinyurl.com/dk5yc9> or

<http://www.surveymonkey.com/>

Free resources with restrictions

<http://www.surveypopups.com/>

<http://freeonlinesurveys.com/>

- Use some keyword tools and see what they're searching for

<https://adwords.google.com/select/KeywordToolExternal>

<http://www.wordtracker.com/>

<http://www.marketsamurai.com/>

- Visit online forums, directories, blogs and newsgroups

Keyword + forum

Keyword + blog

Keyword + directories

Keyword + news

## A Quick Recap

If you want to generate instant and long-term profits from your various products and services, you need to make sure that you create an effective product funnel.

Filling your product funnel with a variety of products and or services that are both beneficial and compelling, they must also be based on the needs, buying power, preferred learning format and skill level of your potential clients and customers. This will not only attract clients who want to work with you, but will keep them coming back for more.

Initially, create several products that will address the pressing problems or issues of your target market. Low-end or inexpensive products such as newsletters, special reports, and audios are a great way to kick start your funnel.

You can then develop e-books, manuals, teleseminar series, etc for the second level of your funnel.

The narrowest part, high ticket products such as home study courses, seminars and continuity programs such as personal coaching and membership sites will ensure you cater for your dedicated fans.

As well as offering quality products, be sure to give excellent customer service. You want your customers to come back for more so it's important you make them happy each time they do business with you.

**Imagine the possibilities of leveraging your time,  
effort and expertise through introducing info products  
to your business?**

## Frequently Asked Questions:

### What Topic Do I Choose?

Pick a topic that you know will solve a problem or provide a solution that your clients know they have that will either save them time, money or lost opportunity. Keep it to ONE topic and keep it simple.

### I Need More Content. What can I do?

Using Private Label Rights (PLR) material can sometimes assist in the writing process, but be careful not to use it exactly as you find it. There are thousands of internet marketers using PLR content and if you decide to use some yourself it will need reworking. Make it unique, in your voice and an article or product you would be proud to call your own.

PLR Wholesaler - <http://tinyurl.com/dyg2dl>

All Private Label Content - <http://tinyurl.com/bdom6m>

Niche Content Packages - <http://tinyurl.com/cuokyb>

### Do I Have To Write It Myself?

No. You can hire a ghostwriter to write it for you. This person will not take credit for the work, and their name will not appear anywhere on the product. Check [www.elance.com](http://www.elance.com) and select a writer after thoroughly checking their portfolio to preview past work and make sure you are clear with your requirements.

Instead of writing, consider conducting an interview with an expert in your niche. Ask questions via email or record an audio. You could then offer an audio, as well as having the audio transcribed for the written format.

Alternatively, create a compilation of articles from leading experts in your niche.

## **What could I possibly have to say about my topic?**

There are many people who want to hear your unique slant on your topic, even if there is a lot of information out there. Consider what questions or challenges you had before you acquired your current experience or skill level. There are probably a vast number of people who still have those questions or challenges.

Start with –

- How to solve a problem
- How to do something unusual or new
- How to develop a new skill
- How to save time
- How to make money
- How to increase enjoyment

Lists, FAQ's, Top 10's, Case Studies are also popular.

## **Is the title of my product important?**

Absolutely! As the internet becomes a hive of products and resources, you need to make your product stand out from the crowd. Although you want a catchy title, make sure the content is obvious. You don't want to mislead your customers.

Start with easy openers such as –

- How to - “How To Find Your Soulmate in 30 Days”
- A Simple Question – “Are You Filling Your Practice With Paying Clients?”
- A Command or Directive – “Grow Your Mailing List Today”
- News – “Spread Your Message This Weekend At Our New Networking Event”
- Offer A Testimonial – “Mary Meyer's Marketing Tips Have The Midas Touch - Our Sales Have Skyrocketed by 35%”

## **Do I need to create pdf files?**

Yes. PDF files should be used as these files offer a more secure method of transferring your files, and they will look the same whether the user has a PC or Mac.

Get your free pdf converter at

Pdf995 – Free - <http://www.pdf995.com/download.html>

## **If I give too much information for free, will people still want to buy my products?**

This depends on the quality of your free product/s. If you give great content, your prospects will want to come back for more. Conversely, if you scrimp on passing on information, they will more than likely think you don't have the expertise they need. Always provide good content, and you can upsell to bigger and better products in your marketing funnel.

## **My niche has many competitors, so should I avoid creating products where there is competition?**

Competition is good as it proves there are buyers who want what you offer. Take some time to research your competition and produce your product with a different slant, or something better than what is already out there. Why go to the effort and expense of creating something where there is no competition? It more than likely means there is no market or not enough to be profitable.

## **What resources will help me to get started?**

Audio - Audacity - <http://audacity.sourceforge.net/>

Teleseminars - Audio Acrobat - <http://danette.audioacrobat.com/>

Conference Calls - [www.allconferencecalls.com.au](http://www.allconferencecalls.com.au)

Autoresponder, Newsletter- <http://success-1.aweber.com>

Shopping Cart - <http://tinyurl.com/af24rz>

Merchant Facility - Paypal - [www.Paypal.com](http://www.Paypal.com) which also accepts credit card payments.

## **Back to Mary**

Remember that earlier I was telling you about Mary? That was just 12 months ago. Mary's business is still booming, in fact it has exploded. Her income has tripled to low six figures, her customer numbers have increased dramatically and in fact her new global reach has people contacting her 24 hours every day. She is widely known as an expert in her field and now travels across the country speaking to auditoriums full of fans.

Don't get me wrong. Mary is still working. And working hard on those 4 days a week. But she is focusing on doing only the tasks she is good at, only the tasks that generate an income and working only with clients that she chooses to work with. And she gets to take her family with her when she travels.

Mary made the shift to her business model and incorporated strategies where she could work once, and reap the rewards, over and over and over. She began sharing her knowledge via teleclasses, and from these she was able to create numerous information products that provide a solution to her target market around the world. Products which are delivered on autopilot, 24 hours a day, 7 days a week and 52 weeks a year.

Now that Mary is leading a balanced life and is elated with her future, her husband is happy, her children are happy and her assistant is happy. In fact, everyone is happy.

No, this isn't a fairytale. Mary still has days that are tougher than others, but these are few and far between. She uses her time wisely, allows her expertise and her creativity to continue expanding her products and services, and the business enables her to live a very comfortable, satisfying and fulfilling life.

Asking Mary if she has any regrets about shifting to this new business model, and being shown how to create information products to logically fill her product funnel and cater for customers at all financial and skillset levels, she had just one thing to say.

"I wish I'd done it sooner! I'd have saved so much stress and heartache, and so much time."

So are you including information products in your business model? Not just any information product, but the right ones that your target market want to have and are willing to pay for - over and over again.

Don't continue going round and round on your chicken rotisserie, or struggle to keep your business afloat and burn yourself out in the process.

**Discover how to incorporate the right information products into your business model - and do it sooner rather than later.**

## How do I get started?

Begin by creating an information product you can use as a lead generation. This first product will more than likely be free so you can begin attracting prospects to your business.

1. Identify your target market
2. Select the topic that they really **want** (not need) information on or a solution for – what will give them pleasure or have them avoid pain?
3. Interview an expert in your niche or create a short pdf special report
4. Write your promotional material and get it out there.
5. Work on your further development of products to be in your marketing funnel
6. Continue to expand and test your market

Imagine the day that you hold your very own info product in your hands. See the result of your work and feel the sense of achievement, the pride, and the confidence.

Being aware that you can use it to attract more clients and begin creating passive income has you knowing that you are moving forward.

This really is the beginning of creating your info product empire – leveraging your time, effort and expertise to gain more income and more freedom from your business.

This report doesn't even scratch the surface of creating an info product empire, but is merely a brief preview of what you can learn and create with the step by step guide -

## **“How to Explode Your Income With Info Products”.**

Discover the step by step strategies where you too can

**Work Once Wisely**

**And Have More Income and More Freedom  
From Your Business**

**Regardless of your industry,  
Discover how YOU can monetize your expertise**



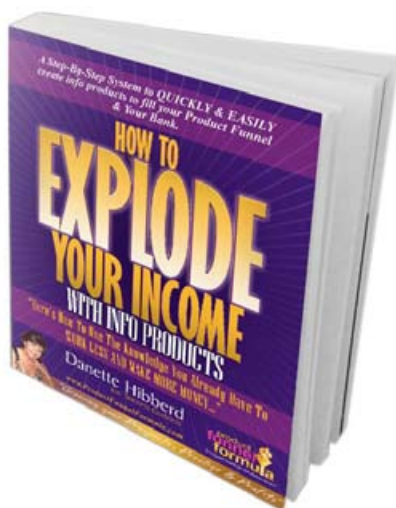
I'm Danette Hibberd, Productization Specialist, founder of a number of websites designed to assist small business owners and service professionals with the strategies, tools, resources and solutions to leverage your expertise and fast track your journey to productize, package and promote your expertise for maximum results.

[www.ProductFunnelFormula.com](http://www.ProductFunnelFormula.com)

Visit [www.ProductFunnelFormula.com/blog](http://www.ProductFunnelFormula.com/blog) for more tips, strategies and resources to begin building your info product empire.

**Imagine learning the secrets to creating your very own  
"Profit Pulling Products" for Maximum Profits  
You will discover EASILY AND QUICKLY how to**

**Get more clients, earn you more income and give you instant expert status**



- ✓ Discover my **simple formula** to create your own info products
- ✓ Learn how to **develop HOT topics** that your target market are craving
- ✓ Find out how you can **save a lot of time, frustration and money** when creating your products
- ✓ Discover how to **have your products selling on autopilot over and over**

Learn how to **have others selling for you** (This is one of the areas that most people never think of)

And the good thing is – **YOU ALREADY HAVE THE KNOWLEDGE** – you may just need help getting it **OUT OF YOUR HEAD** and INTO A PRODUCT. The sooner you make this decision to productize your expertise, the sooner you'll reap the benefits. Think of how proud you'll feel when you see your name on your own product.

<http://productfunnelformula.com/products/explode-your-income/>