

“To get **maximum value from this live tele-training call, **print this handout** so you’re **prepared to take notes** on each strategy I reveal during the tele-training.”**



- Danette Hibberd

www.ProductFunnelFormula.com

Your important Tele-training Dial In Details

When: Tuesday September 15, 2009 (Aust) 12 noon EST (Sydney, Brisbane, Melbourne)

Monday September 14, 2009 (USA) 7pm Pacific (Los Angeles)

Duration: Approx 60 minutes

Dial In Nos.: All Conference Calls allows people to connect by dialing a local number.

Select whichever number is nearest for you and **join in for the cost of a local call.**

Brisbane	07 3123 5124	Melbourne	03 6349 1222
Newcastle	02 4013 4043	Canberra	02 6108 4316
Adelaide	08 7123 2361	Darwin	08 8986 7038
Alice Springs	08 8921 4109	Melbourne	03 9001 6668
Sydney	02 9037 2747	Perth	08 6365 4490
Wellington	04 974 9405	Auckland	09 909 7814

UK, US, Canada and All Other Countries – check from the many available at

<http://allconferencecalls.com/international-conferences/international/>

Dial the appropriate number, ENTER YOUR PIN #392653

SPECIAL NOTE: This tele-training will begin promptly according to www.time.gov so please dial in a few minutes early to make sure you don't miss any of the valuable content. Thanks.

"Growing your Prospects, Prestige & Profits"



“Discover How To

Create A WOW Product Funnel To Attract More Clients, Sell More Products and Make More Money”

“Unlock The Secrets To Create Your Very Own Product Funnel and Your Own Info Product Empire”

Today’s tele-training will focus on the WOW Product Funnel and Information Products – and an overview of the 12 steps to creating your own profit pulling info products using your existing expertise, how to promote them, methods to put it all on autopilot which will **free up your time and set up multiple streams of income.**

People search for information to –

1. Earn more money
2. Save time
3. Improve health and relationships
4. Better their lifestyle

..... has the potential for a profitable info product based business.

An info product is

.....
.....

The main attraction is

An info product must provide

..... within your niche.

“Growing your Prospects, Prestige & Profits”

Some reasons WHY you really MUST begin creating info products are that they are:

- Easy to create
- Inexpensive to create
- Extremely profitable
- Inexpensive to distribute
- Increase credibility and branding
- Grow your visibility and your list
- Can have everything running on autopilot
- Create income through continuity
- Create multiple passive revenue streams
- **LEVERAGE**

My favourite reason is

.....

4 Types of Information Products:

1.

2.

3.

4.

Ebooks	Special reports	How-to guides
Ecourses	Teleseminars	Training manuals
Audio files	Video files	Cd's/dvd's
Home study courses	Newsletters	Ezines
Greeting cards	Assessments	Tutorials
Booklets	Card decks	Checklists
Resource lists	Interviews	Seminars/live events
Board games	Public speaking	Group coaching
Webinars	Quizzes	Reference Guides
Bootcamps/retreats	Licensing	Software

"Growing your Prospects, Prestige & Profits"



W O W Funnel Formula

..... x 1 + x 1 + x 1 = More and More

Create a

using the

that range from

with each on

4 Modalities of Learning

1.

2.

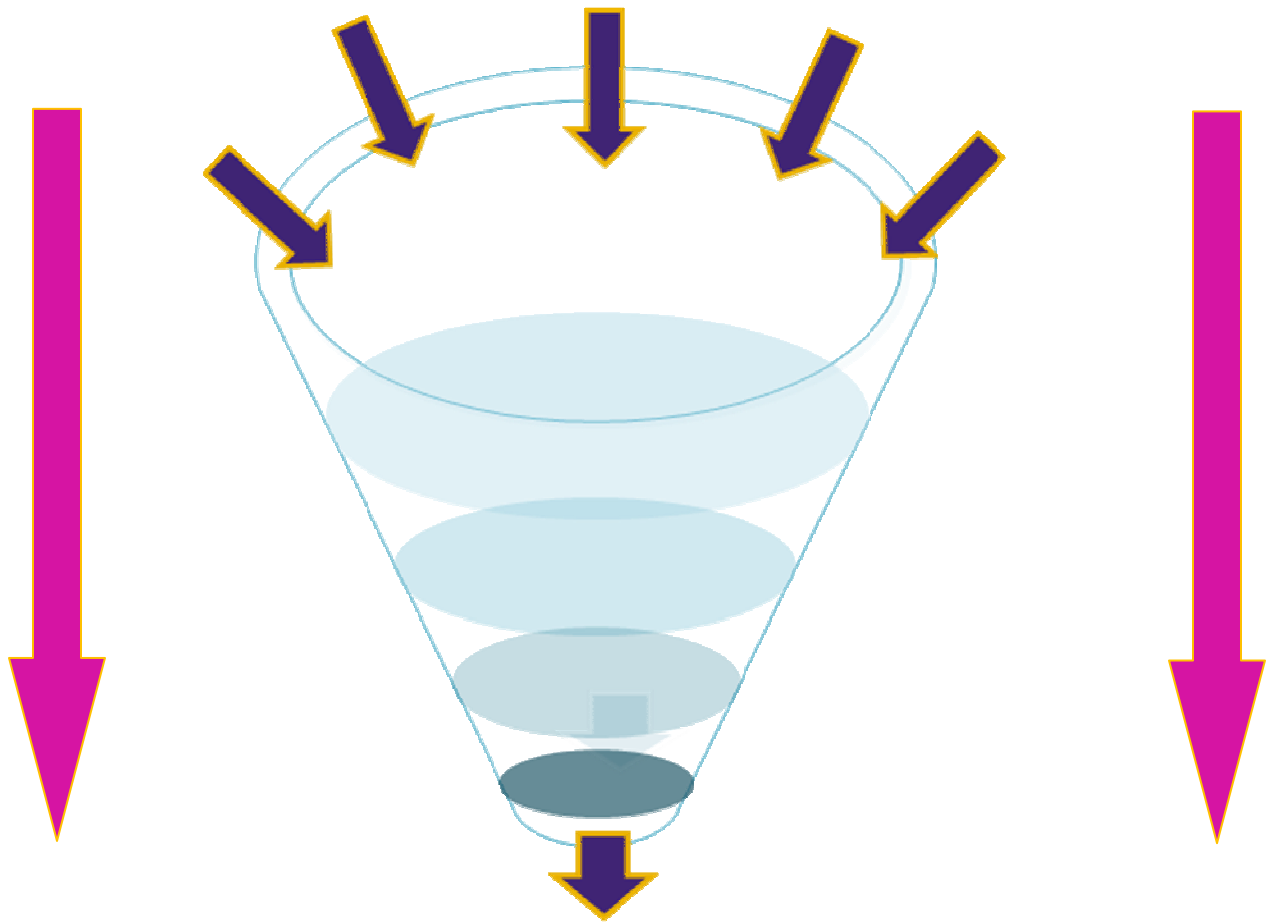
3.

4.

Why Use The WOW Formula?

1. Attract prospects
2. Taste your expertise
3. Learning
4. Caters for various
5. Caters for various
6. Ability to build rather than
7. **BUILDS**
8. **LOWERS** **AND** **RISK**

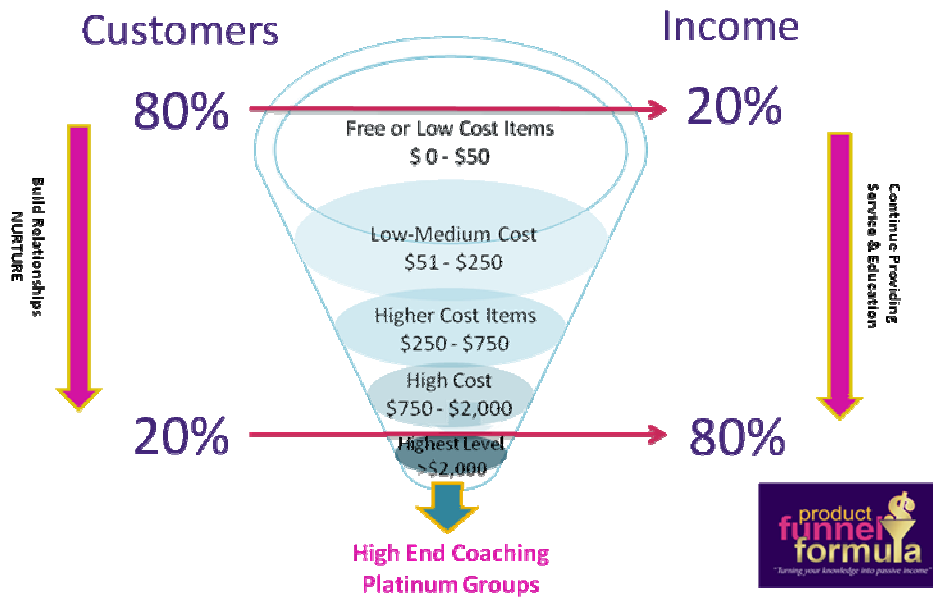
"Growing your Prospects, Prestige & Profits"



"Growing your Prospects, Prestige & Profits"

WOW Funnel Formula

Pareto Principle



5 Steps To Creating Your Own Information Product

1.
2.
3.
4.
5.

<http://productfunnelformula.com/coaching/tele-class-series-create-info-products/>

Coupon Code - SUCCESS

"Growing your Prospects, Prestige & Profits"