



Product Development Tutorial

© 2009 Mike McMillan

See page 10 and learn how to get huge, huge discounts on many of my affiliate marketing products, including my Project Rubidium classroom.

This document represents one of the many affiliate marketing training tutorials from my Project Rubidium site. There is much, much more material like this at my site. If you are serious about affiliate marketing, feel free to stop by and grab some more free stuff you can put to use today.

Mike McMillan

PROJECT RUBIDIUM
AFFILIATE MARKETING ON FIRE
 HIJACK THE GURUS BIGGEST SECRET WEAPON AND USE IT TO DEFEAT THEM AT EVERY TURN!

[Edit Details](#) | [Contact Us](#) | [Support](#) | [Logout](#)

Logged in as **admin**

PRODUCT DEVELOPMENT TUTORIAL
 © 2009 Mike McMillan, All Rights Reserved

PRODUCT DEVELOPMENT

I probably get more questions about product development than anything else. Yes--there are a lot of things to consider. I am assuming you are interested in creating a digital product. Ebooks are the easiest way to get started. Let's look at a game plan to help you begin.

The Lazy Man's Way To Riches
'Most People Are Too Busy Earning A Living To Make Any Money'

I used to work hard. The 16-hour days. The 7 day weeks. But I didn't start making big money until I did less--a lot less. For example: this ad took about two hours to write. With a little luck, it should earn me 50, maybe a hundred thousand dollars.

What's more, I'm going to ask you to send me ten dollars for something that'll cost me no more than 50 cents. And I'll try to make it so impossible that you'd be a damned fool not to do it.

After all, why should you care if I make \$9.50 in profit if I can show you how to make a lot more?

What if I am so sure you will make money my *Lazy Man's Way* that I'll make you the world's most unusual guarantee?

And here it is. I won't even cash your 10 money order for 31 days after I've sent my material.

That'll give you plenty of time to get it, look it over, try it out.

If you don't agree that it's worth at least a hundred times what you invested, send it back. Your uncashed check will be put in the return mail.

The only reason I don't send it to you and bill you or send it C.O.D. is because both methods involve more time and money.

And I'm already going to give you the biggest bargain of your life.

Because I'm going to tell you what you me 11 years to perfect: *How To Make Money the Lazy Man's Way*.

Okay--now I have to brag a little. I don't mind it. And it's necessary to prove that sending me 10 dollars . . . which I'll keep in escrow until you're satisfied . . . it's the smartest thing you ever did.

I live in a home that's worth \$100,000. I know it is because I turned down an offer for that much. My mortgage is less than half that, and the reason I haven't paid it off is because my Tax Accountant says I'd be an idiot.

My "office," about a mile and a half from my home, is right on the beach. My view is so breathtaking that most people comment that they don't see how I get any work done. But I do enough. About 8 hours a day, 8 or 9 months a year. The rest of the time we spend at

our mountain "cabin." I paid \$50,000 for-cash.

I have 2 boats and a Cadillac. All paid for.

We have stocks, bonds, investments, cash in the bank. But the most important thing I have is precious time with my family.

And I'll show you how I did it--the *Lazy Man's Way*--a secret I shared with just a few friends 'til now.

It doesn't require "education." I'm a high school graduate.

It doesn't require "capital." When I started out, I was so deep in debt that a lawyer friend advised bankruptcy as the only way out. He was wrong. We paid off our debts and outside of the mortgage, don't owe a cent to any man.

It doesn't require "luck." I've had more than my share, but I'm not promising you that you'll may do better. I personally know of men who used these principles, worked hard, and made 11 million dollars in 6 years. But money isn't everything.

It doesn't require "talent." Just enough brains to know what to look for. And I'll tell you that.

It doesn't require "youth." One woman I worked with is over 70. She's travelled the world over, making all the money she needs doing only what I taught her.

It doesn't require "experience." A widow in Chicago has been averaging \$25,000 a year for the past 5 years using my methods.

What does it require? Belief enough to take a chance. Enough to absorb what I'll teach you, enough to put the principles into action. If you do just that -- nothing more, nothing less -- the results will be hard to believe. Remember -- I guarantee it.

You don't have to give up your job. But you may soon be making so much money that you'll be able to. One again -- I guarantee it.

The wisest man I ever knew told me something I never forgot.

"Most people are working too for a living to make any money."

Don't take as long as I did to find out he was right.

I'll prove it to you if you'll send in the coupon now. I'm not asking for you to "believe" me. Just try it. If I'm wrong, all you've lost is a couple of minutes and a 5-cent stamp. But what if I'm right?

Sworn Statement:
 I have examined this advertisement. On the basis of personal acquaintance with Mr. Joe Karbo for 30 years and my professional relationship as his accountant, I certify that every statement is true."

Bank Reference:
 American State Bank
 675 South Main Street, Orange, California xxxxx

Joe Karbo
 17305 South Pacific, Dept. 437-B
 Sunset Beach, California xxxxx

Joe, you may be full of beans, but what have I got to lose? Send me the *Lazy Man's Way To Riches*. But don't deposit my check or money order for 31 days after it's in the mail.

If I return your material for any reason within that time return my uncashed check or money order to me. On that basis, here's my ten dollars.

() Please send airmail. I'm sending an extra dollar.

Name _____
 Address _____
 City _____ State _____ Zip _____

Let's Take A Trip On The Way-Back Machine

Dateline 1973. A gentleman out in Washington state has written a small booklet. He is selling it for \$10.

No big deal, right? But in today's dollars that same little book would have a price tag of about \$50. I am telling you this because there is a valuable lesson to be learned here related to product development.

This gentleman's name was Joe Karbo. His little book was titled, **The Lazy Man's Way To Riches**.

Selling a little \$10 booklet doesn't sound like a road to riches, but what if you sold 800,000 copies of it like Joe did?

In one evening, at his kitchen table, working at his typewriter, Joe Banged out his sales letter. It was brilliant.

Joe Began Running Ads . . .

He then ran a full-page ad in his local newspaper for his booklet. Of course this was in the pre-Internet and PC age, so he was selling paper-and-ink copies of his book. People would send in \$10 and he would mail them a copy of his book. A few days after running this first ad for his book it became apparent that the project was profitable, enormously so.

Joe then took out the same full page ad for his book in a few more newspapers. Again, the project was turning a profit. Joe rolled out more and more ads for his booklet and before long his ads were running in hundreds of newspapers across the U.S. and in dozens of major periodicals each week.

Many people consider the full page ad Joe wrote for his book to be one of the very best ads ever written (I do too).

I Left Out A Big Part Of The Story . . .

But the real story behind the story was the timing of the parts to his product development process. You see, when Joe ran his very first full page ad for his book--the book didn't even exist! That's right, Joe ran an ad in his newspaper for a book he hadn't even written yet.

That was to change immediately. You see, if Joe's ad hadn't worked, he would have simply returned whatever cash came in and canceled the project. He wouldn't have wasted the time to write the book. But his ad did work, and it worked sportingly well indeed.

So within a couple days Joe had written his book and had a few raggedy copies put together. He shipped them out and started with more ads. What Joe had done was to "reverse engineer" his book. He wrote the ad first and he made that ad unbelievable. He then used his ad as a blueprint for the content to dump into his booklet. This is exactly the reverse method most writers use.

Let's Critique Joe's Ad

On the second page of this publication I showed you a shot of one of the versions of the ad Joe used to market his Lazy Man's Way To Riches. I want to take minute to critique that ad.

His headline is terrific!

The Lazy Man's Way To Riches

Most people are too busy earning a living to make any money

I actually think the sub-header is more powerful than the header. And to a certain extent the sub-header is true. Sure, people can earn a living, and some do quite well working for others--but to make really big money one often has to go outside the bounds of a salaried or hourly job and take off on their own. People understand that.

But the body copy is also a work of genius! After reading the entire ad, one still isn't sure what Joe's program is all about. That was intentional. If he had explicitly stated that his program dealt with real estate, investing, mail order, or whatever--many people would have said, "No, I don't think that's for me!"

But Joe was very clever. He never detailed what his plan was all about in the ad and thus never gave anyone a chance to decide that this plan wasn't for them.

What he did sell was a laundry list of things you don't need to do to get started with his plan. You don't need any money. You don't need a college education, You don't need an office. The list goes on and on.

Joe makes the reader, any reader, feel that they can make money with this plan, even if they don't know what it's all about at this point.

And one other thing. Joe was a master of *selling the sizzle, not the steak*. In fact his ad is all sizzle--the reader has no idea what the steak actually is from reading his ad.

You can learn a lot from this. Reverse engineering works! Stress the benefits, not the product. Think about it!

In the case of most writers, they write a book and then try sit and ask, "Now how am I going to sell this darned thing." Sadly, that is too late in the process to be asking that question. Joe figured out how to sell his book (by writing his ad) first and only then did he proceed in actually writing it.

A brief caveat is in order. DO NOT start running ads for a book you have not written unless you want the FTC crawling up every body orifice looking for a way to put you in jail.

Reverse Engineering Your Product

Before I give you tips on exactly how to create a product, I want to focus on what I have called the "reverse engineering" technique. A lot (most) people begin by writing their book. I don't recommend this. I work backwards on the products I develop and it has worked very well for me. Let me show you what I mean.

Before I create my product, I write the sales page for it. I actually create my sales letter as a single web page. Here is why I do this.

Stress The Benefits, Not The Product

I try to write the perfect sales page. I actually write a single-page web-based sales page much like you would find in ads for Clickbank products. At this point I don't worry about headers, footers, product images and graphics--I just work on the text copy.

This forces me to think of the key points my product will address. What specific benefits will it give the readers? And one thing here--don't stress the book itself, stress the benefits it provides the readers.

***Keep in mind the oldest adage in advertising:
Sell the sizzle, not the steak!***

What you need to do is tell a story to get the reader of your sales page involved and interested in your product. Each paragraph must act as a cue for the next and pull the reader forward. Your sales letter must explain a problem the reader has and how your product will solve it.

The First Few Lines Are Vital

If you have some web sites up you no doubt have check your traffic stats to get an idea of how long visitors stay on your site. One of the most troubling

things about doing this is how many people click out in less than 30 seconds. If your first paragraph doesn't reach out and grab the visitor--all is lost. Your introductory lines must pull them in or you will lose them.

I submit for your inspection the following introduction from a popular television program from the 1960s.

“You’re traveling through another dimension—a dimension not only of sight and sound, but of mind. It’s a journey into a wondrous land whose boundaries are that of imagination. There’s a sign-post up ahead—next stop: The Twilight Zone.”

What a tremendous introduction! It grabs viewers and pulls them in. The Twilight Zone, created by Rod Serling, was more than the first successful science fiction program on television; it was a masterpiece of social commentary. Serling’s first episode of The Twilight Zone aired on October 2, 1959—when Serling was only 34 years old. He won six Emmy Awards for his screen writing. The first few lines of your sales page are likewise vital. The readers must be engaged; they must be drawn in to get more information.

Let’s look at Serling’s introductory monologue from an episode of The Twilight Zone. This material comes from an episode titled, “The Lonely”—starring Jack Warden, John Dehner, and Jean Marsh. The opening scene shows a small metal shack in the middle of a huge expanse of a desolate salt flat. As the camera slowly zooms in on the shack, Serling’s voice-over begins . . .

“Witness if you will a dungeon—made out of mountains, salt flats, and sand. The dungeon has an inmate: James A. Corley—and this is his residence—a metal shack. An old touring car squats in the sun and goes nowhere; there is nowhere to go.

“For the record, let it be known that James A. Corley is a convicted criminal, placed in solitary confinement: confinement in this case stretches as far as the eye can see, because this particular dungeon is on an asteroid nine-million miles from Earth.

"Now witness, if you will, a man’s mind and body shriveled in the sun—a man dying of loneliness.”

Notice how the introduction sets up the story; we know the who, where, and why—soon we will know the “what” (what happens). This is a fictional story, but it illustrates the craftsmanship in developing opening lines. You **MUST** pull the visitors to your sales page exactly as Serling pulled viewers in with the first few lines of every one of his episodes.

Visit Competing Sites To Get Ideas

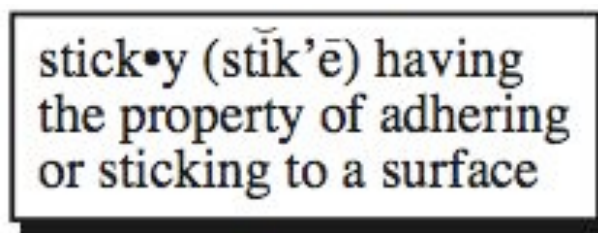
I often visit related competing sales pages online and look at the buzz-words they use and how they present their product. This is important. Look at the competition and see how they promote their product and then go out and do it better.

Once you design what you believe is the perfect sales letter, then go back and write your book. Use your sales page as a blueprint for the content you must create for your ebook. If you can't create a great sales page, it doesn't matter how good your ebook is, no one will buy it. It all centers around your sales page.

Now, you don't have to actually create a web page in HTML if you don't want--you can simply create your sales page in Word or whatever word processing program you use. But you need to get the text of your sales letter down before you write your ebook.

I wouldn't recommend trying to write a 100 page ebook first time out. I'd try to create a 10-20 page ebook related to Internet marketing and try selling it for \$7 to \$17. No, you won't make a million dollars, but you will get your feet wet and gain some understanding into how the process works.

The "Sticky" Function



stick•y (stik'ē) having
the property of adhering
or sticking to a surface

Sticky?--What the hey? You bet, both the title of your ebook and it's concept must hit and stick with your visitors and readers.

In the early 1990's Denzel Washington starred in a movie titled, "Fallen". The movie also starred James Galdolini (The Sopranos), John Goodman, and Donald Sutherland. It was an eerie, occult drama in which an evil, serial-killing manifestation overtook human bodies. And, every time Washington got close to apprehending the killer, the person would touch a nearby body and the manifestation would transfer to that person. The evil manifestation could move from one person to another by contact.

A good book must be able to do something similar. When one person buys the book it is vital that he or she infects others with a desire to understand the concept so that they too will purchase it.

The book needs to do more than stick to the first-line purchaser, that individual needs to make it stick to his or her friends, co-workers, peers and associates. Every person who buys the book must become an advance agent for selling others on the concept. How can that be done?

Making Your Concept Stick . . .

The first thing you can do is to give it a title that others like to say--that they like to mention in everyday conversation. Think of books such as Robert Allen's Multiple Streams of Income. How cool! After all, who wouldn't like to have multiple streams of income? That term shows up all over the Internet in sales pages, blogs, and postings. It sticks.

How about Seth Godin's The Idea Virus. He talks about dominant hives, sneezers, promiscuous sneezers, etc. When people hear others talk about those terms they want to know what they mean--they go and buy the book. Malcolm Gladwell's The Tipping Point does the same thing. He took a concept that everyone knew existed in some way, but he formalized it, he defined it, he brought a clarity and definition to the phrase.

Another thing you can do to make it stick is to develop a vocabulary around the concept of your ebook. The books I mentioned above all sort of alchemized new words and phrases to describe concepts in their books. When people hear those phrases they want to understand them--that creates a tidal wave of sales for the author.

I Won't Give You A "Follow Me" Guide

Different writers write in different ways. The creative process is hard to quantify and the parameters for a good writing system are not etched in stone--they wobble and bob and weave as we go through the process.

I would, however, suggest that you develop an organized approach to your writing project. In my case I do tons of research, I create an outline, I do a first draft just to get the general content down, and then the real work begins. Writing a book or ebook is all about editing. Your first draft will never be perfect--or even close to it.

Once you get a first draft down, set it aside for a week or so. Then come back to it with a fresh mind and start editing. Cut out every bit of extraneous material. Trim and chop and cut to get it down to its bare essence. Make it lean and mean.

Your Greatest Asset As A Writer

Hemingway was once asked what was his greatest asset as a writer. His response was simple: ***"It's a built-in, shock-proof shit detector."*** Don't try to bull shit your readers. Most will see through that. Be honest. Be succinct. Be truthful. Enough said.

Proof Reading Your Own Work Is Difficult

If at all possible, have someone else read your finished product to look for errors. I have often read a book a dozen times and concluded there were no errors in it, and then offered it to a friend only to find out they find dozens of little grammar gremlins hiding within it. Yes, it is very hard to proof your own work.

Make Sure You Read My Writer's Guide For Internet Marketers

My Writer's Guide will help you create an ebook that is structurally sound. If you have too many errors in your writing, it may give the impression you are not the expert you want people to believe you are. I know, I know--you hate that stuff--it's boring. But I want you to create a fine-quality publication and spending a little time on editing it will pay off.

Read My Product Launch Inferno

You should also read my Product Launch Inferno as it will help you create a much more successful product launch than if you just put your product into the CB Marketplace and hope it does well.

In terms of creating your actual ebook, you will want to convert it from a Word document (or whatever format you create it in) into a PDF file. There are many ways to do this. You can buy Adobe Acrobat (about \$250) and do this nicely. If you go to the Adobe site, you can download almost any Adobe product, including Acrobat, and use it free for 30 days.

Adobe Acrobat

After that time it will inactivate and you will need to buy it to reactivate the software. The trial version is the exact same software as the real product. If you try it for 30 days and then decide to buy, you will get an activation key which will simply turn it back on for you.

If you sell your product through Clickbank, you will need to have your own domain name and a web hosting account to put your sales page up on. You can register a domain name at **GoDaddy** or **NameCheap** for under \$10 and you can get a web hosting account at HostGator for under \$10 a month.

To create your sales page for Clickbank you will need some kind of software to help you unless you plan on writing all of the HTML yourself--which is a pain. I use Adobe Dreamweaver, but there are a lot of HTML editors out there. Another common one is FrontPage. These packages get a bit pricey, but you will need one or else have someone design your site for you.

Getting Graphics For Your Page

You will also need some graphics for your sales page. I use covergraphic.com quite a bit. For \$57 you can get a top notch box cover for your ebook. For \$147 you can get an entire mini-site designed. You will still need to write the copy for your page, but you get a header, a footer, a box cover, an order button, etc.

You can also check the Warrior forum

There is a special forum for graphic designers to show their work. There are some very talented people there, but of course I would check the quality of their work before placing an order. I, however, have no problem paying the \$57 to have Josh at CoverGraphic create my product images. A shoddy-looking image can ruin a sales page faster than anything else.

Get absolutely huge discounts on my products shown on the following pages.

I have dozens of products related to affiliate marketing that I have written and now sell. I have taken a number of these and created WSOs (Warrior Special Offers) for them. I offer these products through posting full page ads on the Warrior Forum (<http://www.warriorforum.com>).

I offer discounts on my products there from 20-60% off retail. I do this because the Warrior Forum is a great place and a wonderful community. I am proud to be a small part of it.

To learn about my products and get these huge discounts, simply go to the Warrior Forum and register. It is free!



Then, when you log in to your account, go to the red "search" link near the top of the page. Click on search and then on "advanced search". In the dialog box enter my forum username (**mikemcmillan**) and click on the **Warrior Special Offers** option.

Search by User Name

User Name:

Find Threads Started by

Then click on submit and my active WSOs will appear.

Search by Tag

Tag:

You can find offers on the products on the following pages there. When you get to one of my offers you can also click on my sig file at the bottom to visit other offers I have there.

Search in Forum(s)

- Search All Open Forums
- Search Subscribed Forums
- The Warrior Forum
 - Main Internet Marketing Discussion Forum
 - Warrior Special Offers Forum**
 - Warrior Products & Services
 - Complete Web Sites For Sale!
 - Warrior Forum Classified Ads
 - Warriors For Hire
 - Ad Networks - CPA, CPM, CPL - Millionaire Makers..
 - Mind Warriors - Success, Power, Self-Improvement
 - The Copywriting Forum
 - Adsense / PPC / SEO Discussion Forum

Also search in child forums

Search Now

Attention Warriors Forum Members... Build A Collection Of The Best Marketing Tools On The Internet

<http://www.extremeselfpublishing.com/warrior-all-offers.html>

The following products are all ones I wrote myself--no PLR stuff. Substantial discounts are given to Warriors who order through the site above. Discount pricing may change without notice. Please do not share that URL with non-warrior members!

Project Rubidium Training Classroom (27% discount)

The place to learn absolutely everything about affiliate marketing

Dancing With Google (37% discount)

Get top Google rankings fast and easy.

The Product Launch Inferno (25% discount)

Exactly how to do a product launch.

The Click To Order Secret Code (44% discount)

Convert more visitors to your site into buyers

The Squidoo War Machine (37% discount)

Use Squidoo to explode your affiliate marketing

The Article Marketing War Machine (37% discount)

The right way to generate traffic and sales by writing articles

Affiliate Deluge (62% discount)

Get more affiliates to promote your products

You Can Make Big Money Writing Little Books (59% discount)

The seminal work on selling print and ink books

****Interviews With Internet Marketing Gurus • Free Download At Above Site In Red***

Exclusive interviews with top Internet marketers

Affiliate Marketing War Machine (27% discount)

The single most powerful Internet marketing tool available anywhere

****Writer's Guide To Internet Marketing • Free Download At Above Site In Red***

Don't write like a dufuss. Helps you write more professionally

Selling Your eBook Through Media Interviews

How to sell huge volumes of ebooks by doing radio and television interviews

****Reverse Engineering Your eBook Project • Free Download At Above Site In Red***

A powerful technique for developing your ebook project

Items shown in italics are provided free, on a rotating basis, to my Project Rubidium subscribers. Consider joining and saving even more!

Mike McMillan



**Get Higher Google Listings • Get More Free Traffic • Advanced Article Marketing
Learn To Build Sales & Opt-In Pages • Massive Downloads & Videos • More**

Intro And Main Tutorials In 12 Key Aspects Of Affiliate Marketing

There are video tutorials included for each section.

Relationship Building eMails

Once you develop a list you must maintain a good relationship with your subscribers. You get two "relationship-building" emails each week. Each is filled with information of genuine value. Simply copy the email swipe files and send to your list. **DO NOT** put any affiliate links in these emails. They are to help you build trust and confidence with your list.

Auto-Pilot eMails

Each week I select a good selling product from Clickbank's Marketing & Ads category. I provide email copy and show you exactly where to put your affiliate link into the email. Copy, paste, and collect commissions.

Huge Tutorial Downloads

Members get access to some huge training downloads related to getting top Google rankings, product development, converting visitors into buyers, getting super-affiliates to promote your products, and more. Some of these training materials run over 400 pages each. Many are over 100 pages.

Opt-In Bonuses For Your Use

You need to offer a great bonus on your opt-in pages to get visitors to opt-in to your list. I provide you with huge opt-in bonuses that you can give away on your opt-in pages. Some are over 100 pages. You get graphics, the bonus ebook, and suggestions for creating opt-in forms with them. Couldn't be easier.

Interviews With The Gurus

Get a new interview each month with a Clickbank super-affiliate or guru in the Internet marketing niche. (Craig Beckta, Jason James, tons more...)

Top Google Ranking Techniques

Learn how I get top Google rankings for my pre-sell pages at will. Destroy your competition and steal the rankings you deserve without creating massive back-links. Follow my case studies and watch me work my Google magic.

www.extremeselfpublishing.com/index2.html

Attention Warriors: The above page offers a special warrior discount on this product. And, you can become a full member for a ridiculously low price for 90 days without paying the recurring billing fee.