

Marlon Sanders

Infopreneur: How to create a product in 114 Minutes and Sell 6,000 copies



Infopreneurs:

In today's newsletter, I'll reveal how to create a product in 114 minutes and sell 6,000 copies asin infoprene

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http://www.getyoursales.com?p=YOURAFFILIATECODE&w=12_27_2014

I just got back from visiting my dad for the holiday.

Whew! I mean, when your dad is as old as mine, it takes a few days to recoup. But while I was there, one o came over on Christmas and fried him some eggs.

Wow!

Was he ever happy!

See, he grew up on a farm. And every morning his mum would fry him eggs. He just can't get them enough chicken coup with something like 100 chickens in it.

For the cost of chicken feed, those chickens kept laying eggs non-stop that sold for more than the cost of the

I won't say those were golden eggs. But you could trade them for cash.

Pre-Internet days, this was about as close to "automated income" as it got. Either you owned something like a pig and eggs you could sell.

Or you owned real estate that produced rents.

Or you owned a business that produced sales.

In all cases, the thing producing the "item of exchange" wasn't direct labor. Chickens produced eggs. Cows produced sales.

These "items of exchange" or things that can be exchanged for money are what I'll call "money vehicles."

Your vehicle could be houses that produce rents. Copyrights or patents that produce royalties. Letters that produce an "infopreneur".

Key #1: The path to money freedom is owning "vehicles" that spin off money for you

The question is, do you have any "money vehicles" producing money for you that doesn't require your direct labor producing the money that comes from trading an hour of your time for money?

Since you can only work X hours a week, if this is the only "money vehicle" you have, you have a ceiling on your income beyond.

True, if you're a star basketball player and can trade dunks, passes and blocked shots for money, you can get rich. But that it might be worth it, assuming you like to travel and be away from your family 1/2 of the year.

Most of us can't jump high enough, run fast enough or shoot accurately enough to get in on that gravy train. So we need another vehicle, and preferably one that doesn't require our personal time.

This is the ONLY path to time and money freedom for most normal folks. By all means, if you can leap tall buildings with a single bound, I will pay you millions for it, have at it. Be aware, though, that even the people who can and do often end up with their ability fades, they don't have anything else that creates money for them.

They are still to some degree caught in the time for money trap.

I had a friend with a skill that spit out a LOT of cash. It funded 1/2 million dollars in antique clothes, a custodian

cars, motorcycles, and more.

But one day an injury caused the cash flow to end for 6 months, while the injury healed. The whole, entire

2. To build a mini-empire that doesn't crumble, you need "money vehicles" that operate without yo

There aren't many "money vehicles" that can run indefinitely without your participation. For example, when most part, their books become close to worthless. There are exceptions to the rule like *Think and Grow Rich* like W. Clement Stone willing to fund a foundation to promote their works for them after they pass on.

Instead, what you're looking for are money vehicles that produce income on relative autopilot, with a minin That way,

3. Not all money vehicles" are practical and workable for you

If you're loaded with cash, you might, and I emphasize might, be able to invest in a bucket of stocks, ride ou end up averaging 10% gains a year.

If you have enough cash in your sofa cushions to fund your lifestyle on 10% gains a year, and you're a stup who is, maybe that's the vehicle for you.

Most of us, though, start out without the cash to BUY enough cows, chickens, stocks, houses or other "mon gives us freedom.

It's also true that cows and chickens have to be housed, fed and attended to. Which requires labor.

If you're a person who can write world-class novels and become the next Stephen King, go for it. Most peo

If you can sing amazing songs that make the world want to listen, go for it. Make money like a rock star and On the other hand, if you don't even sound good singing in the shower (like me), then you might want to lo on key on my dreams!

4. The ideal "money vehicle" can be created from scratch without requiring you to invest in cows, cl employees

The ideal money vehicle is one where you can create money out of thin air, almost literally. You create an spins off money.

None of us wake up in the morning and say, "Hey hon, you know what? I think today instead of going bowl sports, what I want to do is create an info product? Excuse me while I go fire up Camtasia!"

I sure as heck don't say that. I really do have other things to do with my time than gab at a microphone. H created.

I need an asset that spits cash at me like a chicken laying eggs. The only thing is, I don't have to scoop up pe or do all that other stuff.

I don't have to wake up in the morning and go milk the cows.

Paypal milks my cows for me. All I do is log in and look at how much cash my milk sold for while I slept. For saw this:

[View]	12/27/2014	\$29.97
[View]	12/27/2014	\$61.99
[View]	12/27/2014	\$62.50
[View]	12/27/2014	\$18.50
[View]	12/27/2014	\$59.95
[View]	12/27/2014	\$29.97
[View]	12/27/2014	\$39.95
[View]	12/27/2014	\$97.00
[View]	12/26/2014	\$18.50
[View]	12/26/2014	\$27.50
[View]	12/26/2014	\$6.00
[View]	12/26/2014	\$48.50
[View]	12/26/2014	\$23.50
[View]	12/26/2014	\$26.99
[View]	12/26/2014	\$18.50
[View]	12/26/2014	\$29.97
[View]	12/25/2014	\$28.00

It's not a million dollars. But neither did I have to buy chickens or cows, or sweep up poop. I created digital speaking words. And I trade those digital assets for money.

5. The BEST kind of “money vehicle” to create from scratch with very, very little investment of money and a product

I know, you want to create an information product about as much as you want to wash your car. Fair enough once in an hour or so and get paid over and over and over 100's or 1000's of times for the next 10 years for

Would you possibly be a bit more enticed?

That's the power of creating a digital asset like an information product.

Every product has tangible and intangible value. Tangible value is what you can touch, taste and feel, like a

Intangible value is what something DOES for you. A phone allows you to talk to people. A book gives you in

Digital assets create intangible value from thin air without a matching tangible cost. In other words, selling additional cost vs. 1 video view.

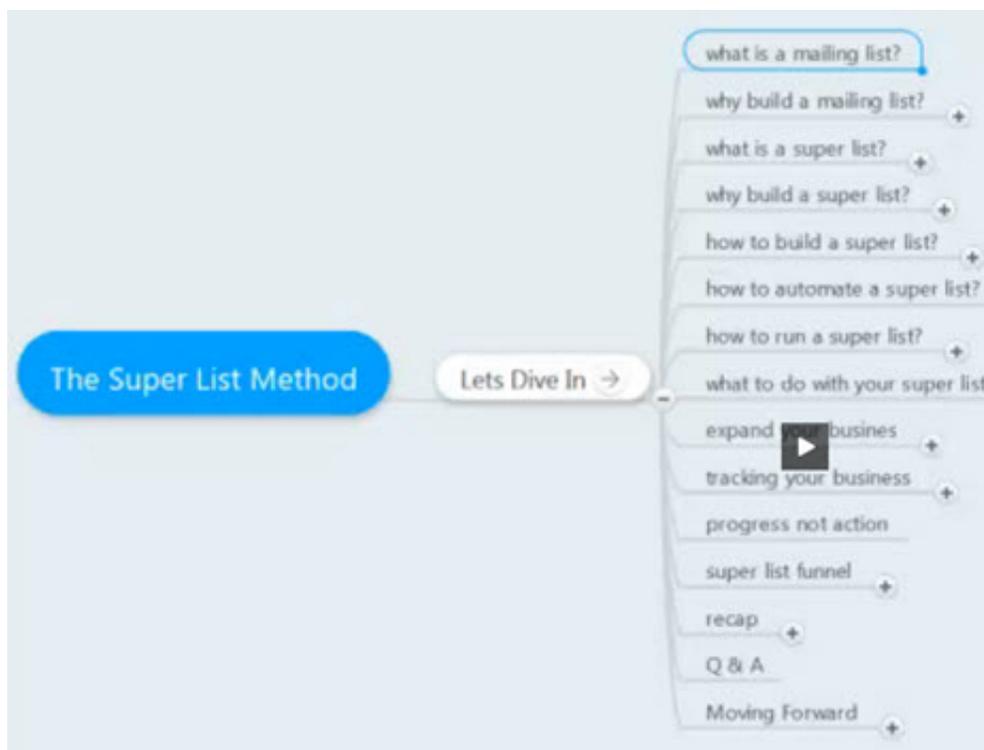
6. The great thing about creating digital assets from scratch is you can do this in as little as 114 minutes for doing so.

Here's a recent screen cap from JV Zoo:

The Super List 2.0 📄 by: Alex Jeffreys ✉️	REQUEST	04/22/2014	6,000+	6.18%
	Sales Funnel		8,000+	8.35%

As you can see, over 6,000 of the front-end product were recently sold.

Here's how long that product took to create:



The product is a mindmap with voice over and took a total of 114 minutes to record.

Honestly, do you need to be a darned rocket scientist to do a mindmap and blab into a microphone for 114 minutes? No. What to say next, you just hit PAUSE! It's not exactly like you're building a stealth bomber or something. It's

Now, don't get me wrong. Alex shared really valuable info. And you can do the same once you find out the point is ...this asset was created from scratch.

And whether you think you are a bumbling idiot or a mensa genius, chances are, you can follow 3 steps:

1. Type mindmap
2. Hit record
3. Talk

If you can't do those 3 steps, then you REALLY need to join Toastmasters. I'm a member and it's the greatest thing I've ever done. There are thousands of cities around the world.

I've done the same thing over and over, in varying amounts of time. In fact, I've been doing this over and over for 10 years. I say they've been doing Internet marketing that long. But the truth is they weren't full time and they sure weren't making sales a month doing so.

Here's just one example:



CASE STUDY TWO

www.pushbuttonletters.com

Product In
pushbutton
11 days, 11

Product Created: The Push Button Letters Software Version 1

Project Instructions: 3 hours
 Setting up testing area for new software: 30 minutes
 Front End Interface Design: 4 days
 Revisions, New Features, More Testing: 2 days
 Setting Up the Order Form, Autoresponders: 2 hours
 More revisions, testing, and features added: 3 days
 Final testing of the new software: 4 hours
 Design and Set Up Web Site: 2 days
 Create & Test Order Form: 30 minutes
 Write Follow Up Email Sequence: 45 minutes
 Write & Format "Text Only" Email Broadcast: 45 minutes
 Create CD-ROM Interface: 25 minutes
 Create Master CD-ROM for duplication: 45 minutes

Total Time spent: 11 days, 12 hours, 40 minutes

Sales During First Week of Launch: \$11,050.00

Sales During First Month of Launch: \$30,050.00

Sales of Version 2.0, No PayPal: \$57,000.00

PayPal Sales, Version 2.0: \$133,044.30

Total Sales To Date: \$190,044.00

*** These sales figures are not up to date so what you seeing is the amount from early 2004, when we last calculated the total sales.**

Needless to say, I've sold a LOT more of this product since 2004. And that's just one of many, many examples.

Lest you think these examples are isolated, here are a few more that folks have done on the Zoo, the top of

PRODUCTS LISTED ON JVZOO				
Product Title	Promote	Launched	Sold	Conv
VideoMakerFX - Video Creation Software by: Peter Roszak	REQUEST	05/05/2014	28,000+	6.34%
	Sales Funnel		76,000+	16.99%
Easy Sketch Pro by: Inner Circle Riches	REQUEST	06/01/2014	20,500+	13.98%
	Sales Funnel		29,500+	19.86%
Explaindio Video Creator Software by: Andrew Darius - Explaindio LLC	REQUEST	11/11/2014	11,000+	8.16%
	Sales Funnel		19,500+	14.26%
HQplrStore.com Membership With 30 day Trial by: Dr. Amit Pareek	REQUEST	06/20/2013	9,000+	16.12%
	Sales Funnel		11,000+	26.11%
BackupBeast Software + 500GB Online Storage Included by: Ankur Shukla	REQUEST	08/08/2014	8,000+	15.43%
	Sales Funnel		13,000+	23.26%
Covert Store Builder by: IM Wealth Builders	REQUEST	06/06/2013	7,500+	2.90%
	Sales Funnel		13,000+	4.90%
Social Lead Freak Light by: Ali G	REQUEST	04/22/2013	7,000+	3.05%
	Sales Funnel		10,000+	4.17%
LPM - Landing Page Monkey by: MemberSpeed Inc.	REQUEST	12/04/2014	7,000+	11.29%
	Sales Funnel		9,500+	14.66%
Profit Builder - Professional Licence by: Sean Donahoe	REQUEST	09/16/2014	6,000+	18.53%
	Sales Funnel		10,000+	27.81%
SEO Zen Pro	REQUEST	10/01/2013	6,000+	3.77%

Of course, I don't know the time investment in those products. I DO know they are assets, some or many o cash for months or years to come.

I have products I did over 10 years ago that STILL spit out cash.

7. This means, that by creating info products from cash, you produce your own cash cows and chick have to milk the cow, collect the eggs or scoop the poop

Does it really get any better than this?

Of course, I know there are many questions:

Where do I get the information from?

What if I produce it and it it flops?

Will anyone buy it?

What if this? What if that?

For the most part, my answer is the same. What if they don't buy it? All you invested was 114 minutes give your research time, if you didn't already know the information.

It sure beats the heck out of having to buy some land, build a chicken coup on it, buy chickens, feed and wa

from wind, storms, tornadoes and disease, pick up the eggs, take the eggs to market and get money.

Instead, you create digital asset and get money.

8. The SECRET in CONTINUAL MONEY from your digital assets is not well known

What you'll find out is many people get a burst of income from a digital asset. But then it dies. That cancel

In other words, their nose is back to the grindstone having to create another digital asset because the last c

It's a bit like treading water in the deep end.

I know the obvious question a lot of people have is, "Marlon, I know I need digital assets. But I'm not an idiot. Camtasia. But how in God's green earth can I make my digital assets sell over and over and over for years I

That's the million dollar question, isn't it?

It's why I exist. It's my secret weapon. It's what I know many others don't. They make TALK about having so no "walk the walk" to back up that talk. They can't show you \$30,000, \$40,000, \$50,000 a month, month after it. Nada. No. Not gonna happen.

I think there are a lot of great teachers out there and this isn't a "guru bashing" session. I'm NOT running to communicate the FACTS. Has nothing to do with "knocking" other info product sellers who I often respect &

Creating a digital asset is one thing.

Getting it to spin off income for you year after year is quite another trick, indeed. That's the killer system I've money for. In fact, I call it...

The Info Product Perpetual Income System

Other people can show (as can I) you how to record with Camtasia. How to do a mind map. How to write a funnel."

But all that is FOR NOTHING if you can't make the darned digital asset spit out money at you month after month unbeatable advantage. That's why people come to me, sometimes in droves.

And they're SMART to do so. Because without it, all you got is a glorified job and working your assets off for is what most people are doing. Or they're jumping on the latest, greatest thing that will be worth a thimble

You'll hear people say, "I've been doing this 5 years," as though that's a long time. Or they've been doing this: \$20,000, \$30,000, \$40,000, \$50,000 a month and more. The chances are very slim they were full time, as a sales then was my affiliate. No brag. Just fact. I'm NOT trying to run anyone down here. But facts are facts

Sometimes people respond, "Oh yeah, and you invented the Internet also." I'm NOT claiming something ridiculous is verifiable and, in fact, at different times I've shown this proof. For example on the [video here](#).

By the way, you know those chickens my dad's dad had? Well, a tornado came along and wiped out the chi
I've never heard of an ebook getting blown away by a tornado. Not saying it couldn't happen. I just never h
Let me know your thoughts on today's newsletter.

Best wishes,

Marlon Sanders