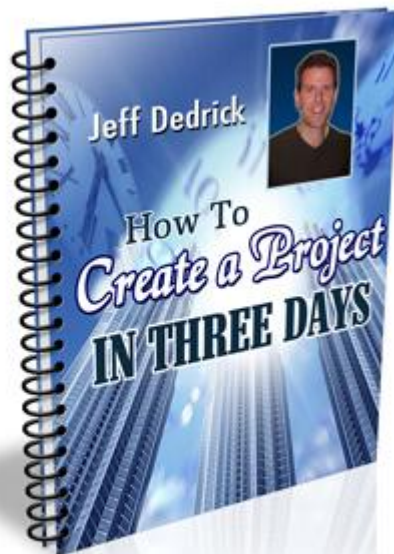


How To Create A Product In Three Days Or Less



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About The Author...

Jeff Dedrick

For over 20 years, Jeff Dedrick has been a successful entrepreneur. From owning a DJ service while in college to eventually owning 5 restaurants and 2 fitness clubs, Jeff has enjoyed the freedom that comes from being self employed.



In February, 2005 Jeff decided to completely sell all of his offline businesses and move 100% online. He made that decision before he even started his first website or captured his first email subscriber!

Less than a year later, Jeff had a successful and rapidly growing online business.

The launch of his first site *Secret Article Converter* was an instant success and reached his **one month's goal in just 6 hours**.

Jeff is the owner and creator of some of the hottest sites in Internet Marketing:

* <http://www.InstantBonusPage.com> This is Jeff's most recent site launching in January, 2009. In just one week, the site had reached over 14,000 members. Here members can quickly and easily create download pages and optin pages filled with their money making affiliate links. The best part is that you can join right now for FREE!

* <http://www.ViralEbookExplosion.com> This is one of Jeff's sites that in less than 1 year has reached over 43,000 members. Members can quickly and easily create branded viral ebooks that are loaded with their money making affiliate links. Join now for FREE!

Jeff's online operation now has an office in the Ukraine with 4 full time coders and programmers. He operates another office in his home town with 4 additional part-time employees.

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Let's talk about "How to Create a Product in Three Days or Less."

I came up with that "three days or less" because I have done that before in my office.

I'm going to be walking through the techniques, tricks, and tips that I used. This is the easiest way.

There are a bunch of variations and different things that I do. However, I'm going to pretty much boil it down to just giving you one or two options on things to do. That way you don't get confused.

Many people that I talk to, along with those of you listening, are in information overload. You get hit with too much information and then you don't know what to do next; what action to take next.

I'm going to keep this as simple as possible to help you; to make it easier for you to take that action.

First of all, you need to decide on the goal of your product. When I talk about goals of products, it's not just to make money. A goal of a product isn't only to make money. Of course, it could be to make money. Or, it could also be to build your list or brand yourself in your market place; to get your name out there. It could also be where you want to set up your next launch.

So, your first product is to maybe build a list, brand yourself, and meet affiliate partners; to get yourself ready for your next product. Maybe your next product is "the big one," the one that's going to make you a lot of money.

If you just want to get your name out there, you want to maybe think about giving out one hundred percent commissions. You don't even care as you want to just build your list; give out a lot of commissions.

So you've got to decide on your goal.

Our goal today is to build our list. We want to create a product that's going to build our list.

Then, from knowing that, we're going to know how to create this product. This is what makes it three days or less.

I'm also not talking about three days or less for a big, massive product. Obviously software, or something with a lot of testing, is going to take a lot longer than that.

However, in the case of the product that we're going to create right now, we can easily do it in three days.

The first thing I'm going to talk about is giving you two options. You're going to be able to take a private label right product, or you're going to be able to make an audio recording for your product.

First, for the private label right product, I would suggest you go to this site that I'm about ready to give you. They keep adding every month, but right now this site has 481 niche products.

They're all master resell right products; some are private label right products. They've got 135 PLR scripts and software. They have a bunch of articles; tons of graphics; 270

ebooks. The ebooks tend to be within marketing, Internet marketing, et cetera, with some also being private label rights.

Right now, overall, they have 25 gigs of products for a total of over twelve hundred – 1,251 products. The price is only 67 dollars. You get six month's access to that.

So, not only do you get all of those products; but, they keep adding some every single month. You'll get five more months.

We keep doing this, too. We just keep upping; buying another six months. It's well, well worth it.

It's called www.MyNicheEmpires.com. Go there; that's all you need. It's really all that you need.

You can take all of that and change it. They have graphics. You can have someone even tweak the graphics. However, we're not even going to do that. At any rate, that's all that you need.

Secondly, if you don't want to do that, or even spend 67 dollars, you can create an audio.

There are three ways to create an audio.

First, you can be the person that interviews someone. You find an expert in your niche, call them up, and interview them. Then all you need to do is record it.

Second, you can have someone interview you. You can give them the questions to ask; that way you can prepare yourself.

You then get on a call – a conference line – and you record it. They are interviewing you.

The third one is just like I'm doing right now. You just get on the phone; record it, and just talk. That's it. All that you're doing is talking and you create a product.

If you were to do it that way, what you're also going to want to do is get it transcribed. The transcribers that we use will have a product back to us, usually for sure within three days; sometimes 24 hours.

If we're just talking the audio, you record it, it takes an hour. You send it right off to the transcriptionist; that comes back in 48 hours.

For the PLR product, all you have to do is go in, pick one, and that part of it is done; you know, www.MyNicheEmpires.com.

What you're also going to want to do is make new graphics. I would suggest going into the Warrior Forum in their Special Offers area and find someone who is doing a special on graphics.

They usually show you a portfolio; what they've done in the past. You can go back a bit; there are tons of people. There are always three, four, or five people doing specials on graphics.

Just find a person that you like and you can get graphics pretty inexpensively.

In this case, we're going to ask for a complete mini-site; a header, footer, background, the product itself, and maybe even an order button. Typically that comes in the mini-site graphic grouping. You pay anywhere from 47, 67, or maybe up to 97 dollars.

I have paid up to a couple of hundred dollars for graphics that I really, really wanted to look awesome. However, you can get pretty good graphics for definitely under one hundred dollars and sometimes even under 50 dollars.

So, you create the graphics.

Beforehand, you want to think of a title. If you're doing your audio, you want to think of a title ahead of time that's going to appeal to your niche; answer a big question; create some curiosity on the PLR product that you pick out; that's maybe even limited.

You might even like the title that the PLR product already has so you don't have to change it all. You can just get new graphics made.

Let's go back to our goal. We want to build a list. How we're going to do this is by taking a PLR product. We need to make sure and check the rules for the PLR first.

Or, we're going to create an audio and then give it away. We want to make sure that we are able to give it away just like in the case of the PLR product.

What we want it to do is to go viral. We want it to have master resell rights and giveaway rights so everyone else will give it away, pass it on, put it in bonuses; we want it to keep going.

If they already have a sales page, we can give them the sales page. We're going to change the graphics and give them the sales page. We're also going to give them an opt-in page.

Go to another site that has a really simple opt in, hopefully from our past calls. You know to be saving all of these good examples in your swipe file.

What I do is to copy and paste everything and put it in a Word document; I save it into a swipe file.

I have different folders in there that say, “Sales Pages; Opt-in Pages; Graphic Ideas; One-time-offer Pages,” along with every different example, even emails. I have a different folder for emails and I save everything in there.

Don’t just save URLs; really good sites. They’ll take them down. For instance, if you really loved the Mass Control sales page and all of a sudden they stop selling it and take it down. Now you don’t have anything for your swipe file.

If you see good opt-in pages; good wordings, graphics, or graphic boxes, save all of that stuff so you can model or copy it later on.

So, again, you’re going to be making that opt-in page for the people.

You’re also going to make a download page. You may have already received it in your private label rights product that you picked out from www.MyNicheEmpires.com, so you don’t have to do much.

Let’s just say that you’ve already gotten one; or, it’s pretty simple to make a download page. Hopefully you’ve saved some examples in your swipe file for download pages so that you can just model those.

Here’s where you can make it go viral.

We’ve already kind of made it go viral by giving them the ability to give it away, master resell rights, or giveaway rights.

What you’re going to want to do in each of these products – this is how you make some money, too. In the PLR product you’re going to get a Word doc. Or, in the case of the transcript, you’re going to get the Word doc.

You’re going to be adding your new graphics in there. You’ll have a link to your blog or Twitter page. You’re also going to include your other products if you have some, ideally free ones. You want to drive people into other lists.

You can also put bonuses in the product itself. This could be something where you’re sending someone off to another site to get something for free. Then if they upgrade, or buy the one-time-offer, you make money.

You add that all into your Word doc. and you create a PDF out of it.

You can go to www.PDF995.com; it’s a free PDF maker. It’s pretty simple. You download it. Then when you go to, “Make a PDF,” all you do is go to the Word doc. and hit “print.” Then in the print menu, you’ll see “PDF995.”

Even though you pick it as a printing option, it makes the PDF inside it. Then all you do is save it to your computer.

Also, inside the PDF, you're going to want to have a link in there for updates. This is for people that got the PDF and nothing else. They just got the PDF.

You want to collect names right away; right after you give the name and everything, you say, "Wait. Click this link to sign up to receive when I update this product."

You want everyone that gets their hands on this to come back to your list. They may be passing through three, four, five, or six different marketer's hands, and customer's hands, before it gets to you.

They're going to maybe be capturing the names three levels deep. You want to be able to capture names, too, from all of those possible people.

So, you're going to have a link to click to go to an opt-in page for them to get updates.

Sometimes it is important for you to give updates. Perhaps the information was wrong or bad, has spelling errors, or whatever. You might find out that some of your links are dead.

If you don't have a direct link, you won't be able to change a re-direct and you're stuck.

That's a great way to build your list.

Next, you're going to take your download page and add bonuses on that download page. It might be bonuses back to other sites of yours; it could be bonuses back to other people's sites for something free where you make money.

You're also going to be adding into the zip file other bonuses. You can create folders that have shortcut HTML links, re-directs to Web pages through your affiliate link.

So, people open up the folder that says, "Bonuses." It will say that you can rename it. It will say, "Free viral ebooks." You click on that and it goes to www.MyViralEBookExplosion.com site through your affiliate link.

"Free download pages" – Bam! It goes into my www.InstantBonusPage.com site. That's what I do. I do links like that to my own sites and also to my JV Partner's sites.

Wham! I could send something off to Mike Steup, John Hostler, Liz Tomey.

Mike Filsaime will send people to different people's sites. I make money on those other people's sites.

I also try to drive people into my other lists – www.ViralEBookExplosion.com and www.InstantBonusPage.com. Those are a combination of a list builder and I make money. So, I capture people's names and make money on the one-time-offers.

Also, you can put bonuses on your rules sheets and drive people into your other products.

I can say, “Hey, if you want to give out additional bonuses with this product, and then go to my www.InstantBonusPage.com where you can create bonus pages.”

I’m driving people back and forth between my different lists.

Because you’re giving it away, what you can also do to make some money – even though that’s not our main goal – is to create zips to give out. However, you can also put the opt-in page and download page on your own server. Then you can drive people into those pages.

After the opt in, you’re also showing them a one-time-offer. Even if they say, “No,” to the first one-time-offer, you can show them a downsell offer.

A perfect example is if I talk for an hour. I’m a dog groomer. I interview someone who is an expert on dog grooming.

Together we create the audio and the transcript; we get graphics made.

We then have all of that packaged up and allow other people to download it for free.

What I do is to set up an opt-in page that’s the exact one that I’m giving away; people opt in. Then they are hit with a one-time-offer for example, “How to Go to Dog Groomer’s School and Make the Most Money from Your Clients.” It’s a three video course. Then that’s something that they buy.

If they don’t want that three video course – they don’t want it for 47 dollars then I have a downsell for 27 dollars. Instead of videos, they get audios or they only get one of the three videos, et cetera.

Then I give them the download page, which has the complete zip on it; the whole package that they can now sell or give away. It also has all of those bonus folders inside that zip and additional unadvertised bonuses on the download page that they’re looking at and on the download page that they’re going to be distributing.

You have all that wrapped up. You show your customer all of that stuff and you give it to them so that they pass it on.

Here’s what I would do if I was just starting out.

I just gave you that quick scenario to create a product in three days. You can easily do this.

If you weren't waiting on a transcriber or graphics guy, you could have all that I just described done in one day.

I'm going to show you how we do it. Maybe you know that I don't do all of this stuff myself. I like to set up systems. This is really what I would recommend that you guys do.

If I had to start all over again, this is what I would do.

First of all, I'd find a graphics guy. I mentioned the Warrior special offer guy. I'd find a graphics guy that I like, that after I start using him, I trust him. He's fast, courteous, and good at communication.

After you find one of those guys, make sure you save their email address. Don't try to go through someone else or Warriors Special Offer to save 20 dollars. If you find someone good, stick with them.

That's why they're doing a special; they're trying to get clients. Maybe they lowered their 97 dollar price down to 77 dollars.

After that special is done, if you love them and they did awesome work, keep using them. If possible, lock in a price.

You could say, "Hey, what if I were to buy three more jobs from you at that 77 dollar price, that sale price? Would you be interested?"

I've done that where I've locked in people at a lower price for five different jobs all at once. They're happy because they're locking in; you're happy because they're awesome and you're getting that price.

It's the same thing with the transcriber company. When you find a good one, keep them. Keep using them.

Even though an hour talk might cost 60, 70, or 80 dollars, that's money well spent because you're going to be loading up that Word doc. with all of your bonuses. They're going to be distributed all over the Net.

The third thing that you should do right off the bat, is to take notes when you're doing all of this stuff. You're going to be creating a system that you can pass on to someone else to do. That's exactly what we do.

You can take notes, or even do videos. You can do a Camtasia video or you can also do something that's free called www.JingProject.com. It's from the companies that make Camtasia. I think it's called "TechSmith" and found at www.TechSmith.com.

You can just search for Camtasia, Jing, or Jing Project – whatever that may be. You can go there and do five minute videos for free. It uploads it automatically as a URL.

You can take a bunch of little, short videos where you're showing them – your future workers – exactly what to do. Save those videos. They're automatically uploaded; you just save the URLs and you can pass those little five minute (maximum) training videos on to someone else.

They do have an upgrade feature. We've not had to do that yet ourselves. We have a normal Camtasia so we just upload a long video ourselves.

Take a look at the upgrade; it's only around 14 bucks a year.

I remember that we almost bought it for some reason. The next time we use Jing, I think we're going to upgrade it.

So, pay attention to the upgrade as it's maybe something that you'd want. Although I'd suggest, to start with, that you start off without upgrading. Just use it and create short, little videos.

I'm not sure if the upgrade allows you to go past five minutes or not. However, check out www.JingProject.com.

Here's what we do. We have a system.

We have one guy that my office over in the Ukraine found. We got a bid from this guy to do this.

First I'll explain everything that he does in the system and then I'll tell you the price that it costs us.

What we do is give someone one of these private label right products; we'll have new graphics made. Sometimes we even give them a product that we make; the audio recording and the transcript.

In this case we don't give them the transcript. We also don't give them the product.

We change the product itself. We're checking grammar and doing different things. We don't give the product itself, in this case the Word doc. Or, eventually, the PDF.

We just give them the PLR product, the sales page, and the download page.

We send them the brand new graphics that we have made and rules. In our case, we have multiple rules. We have rules for private label rights, master resell right rules, and we also have personal rights rules.

All we do is say, "Okay, here's the project that we're going to call 'Dog Grooming 101.'" Use these new graphics; replace the current PLR graphics with our new graphics. You're

going to use Rules Number Three because it's a giveaway master resell right products. You're going to use...." and we give them a bunch of different bonus boxes.

We say, "On the download page, you're going to insert in 'Bonus One, Five, and Seven.' In the zip itself, you're going to include in the 'Bonus folders.'"

We then talk about the bonus folders and having a bunch of different links in there where we make money.

We tell them, "You're going to include in Bonus Folder Number Three."

Sometimes we also have PDF bonuses so we'll tell them which PDF bonus to put in there.

If it's a sales page type product, we tell them to add in "Other Products' Bonuses." Again, these are our bonuses that, you know, "Additional bonuses, One, Two, and Three if you buy this today." We put those into the zip.

What he then does is to create all of this. He creates the brand new sales page with the new graphics. If we need an opt-in page, he creates that with the new graphics. He also makes the new download page with the new graphics, bonuses, et cetera.

He puts in all the rules and anything else that we tell him; the bonus folders and the bonus products.

He creates all of it and puts it in one zip. He sends it back to us. It costs us a whopping 25 dollars.

Once they get a system, it's pretty easy for those guys, too.

If you're new, you might think, "Wow, they do all that for 25 dollars?"

He's sitting there going, "They're paying me 25 dollars?"

It might only take him minutes; he already has all the bonus boxes, the HTML, so he just copies and pastes, copies and pastes. He doesn't even have to make the graphics; we gave them to him so he just sticks them in.

We use an unlimited cover service called www.UnlimitedECovers.com. Right now it costs us 197 dollars a month. So, you need to be at that level where you're pounding out a bunch of these e-covers to make it worth your time.

I definitely recommend you not do it until you have the system done, where you're doing a bunch of these every single month. You're just pounding them out.

For now, go into the Warrior Special Offer to find deals; but, we use www.UnlimitedECovers.com.

I think that I even bought that as a Warrior Special Offer for 127 a month; though for us it's even cheaper.

That's our system. We do all of that stuff.

We do it in a combination of PLR products; audios and videos that we make. On the audios and videos, all that we do is always put it on the opt-in page. We don't write a sales letter or anything like that; we just do an opt-in page.

If we're doing private label right products, then we have our guy Ivan over in the Ukraine; he will take a current sales page and put in new graphics, bonuses, my picture, et cetera.

We create that PLR product and we turn it into a master resell right product.

People are not able to change it after that point. They get the PDF so it's all of our links and bonuses in there; all of that stuff stays.

Then, from that point on, if they want to pass it on, they have to keep all of those links in there.

We have done that for a while. Then, after six months or a year, we will take some of our audios and turn them into private label right products.

Then people are able to take the audios that we give them, even the audio streaming buttons that we have at AudioGenerator™. We will give them all of that stuff – the Word doc. as a transcript, et cetera.

We say that they aren't allowed to change what we actually say in the recording. They can put in their bonus boxes, add in their own rules, they can do whatever they want; we give them unrestricted PLR rights to that call that we did.

The only exception is that they're not allowed to change what we say.

We give them the MP3. We give them a lot of flexibility.

While doing this system, we can pound out – I know Kelly has done anywhere from four to five products in a week this way, although it's usually only one audio because that's a little longer. I have to sit down and talk so that slows her up.

However, she will do four products a week – at the most, five products. The minimum is one a week.

All the time we're creating these products; having them go viral; getting our links out there; getting our bonuses clicked on; we're making money from these bonuses all the time. We don't even know where the clicks are coming from; they're just out there.

For all of our sites we're getting hundreds and hundreds of people every single week that are coming into the system automatically. We're not spending any money on advertising; it's just done automatically.

That is it. It might seem a little overwhelming.

We'll even make this talk, "Create a Product in Three Days or Less," into a product.

So, keep your eyes open for a product that's going to be a master resell right product from us that's going to be called, "Create a Product in Three Days or Less." It's a perfect example.

I just told you how to do it and I'm doing it myself.

When I get off the phone, I'll tell Kelly, "Hey, here's the new product's name – 'Create a Product in Three Days or Less.' Go make a cover, a mini-site, from www.UnlimitedECovers.com. Then create an opt-in page."

She already knows the download page, though she may sometimes ask me, "What bonuses do you want?" However, she's just rotating them.

She has 20 bonuses boxes. She knows that one of them has to be to our site; then two of them can be from within the niche that we're talking about. She just figures it out and does all of that stuff. She puts it into a Word doc. and sends it to Ivan.

She says to him, "Do this bonus, this bonus, and this bonus. Do this, this, and this. Here it is, get it done."

It comes back finished; it's a pretty cool system.

It's taken us a while to get to that level; but, you've just heard exactly what we do.

I challenge anyone out there to do this system and let me know what the results are. Send an email to me; I'd love to hear from you. You can send it to JeffDedrick@dedrickmarketing.com. Just let me know what you found out – let me know if it did or didn't work. Let me know what your problems were.

I'd love to hear a testimonial from you about how easy this system was. You might even see your name, testimonial, and, if you give me your Web site, you might even see that on a future opt-in page or a sales letter.

That was it. It's a quick, little 30 minute talk on "How to Create a Product in Three Days or Less."

I wish you all the luck in your business.

Remember, keep focused; take action and you will succeed.

This is Jeff Dedrick. Have a great day or evening. I'll see you later on. Bye.

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