

2 Hour Product Creation

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Table of Contents

Disclaimer.....	3
2 Hour Product Creation	3
Important - First Step.....	4
Background Story - A Tip from Bestselling Fiction Authors.....	4
How to do it	4
Profile.....	4
Here’s a bad example; and this is real by the way.	5
Here’s how:.....	5
Understand your Audience	5
Step 1:.....	5
Step 2:.....	5
Step 3:.....	5
Understand your Audiences Problems.....	6
Write your profile background	8
Your profile: Note it down as follows	8
You’re Profile Picture	9
How do you write an EBook?.....	9
Here’s how I do it.....	10
Step 1	10
Step 2	10
Step 3	10
Step 4	10
Step 5	11
Step 6	11
Here’s what I do:.....	11
Overall Cost.....	12
Now put it all together.....	12
Tools.....	12
EBook Structure	12
Cover page	12
Formatting	14
Copyright Information	14

What should be in your Copyright information?	14
Example.....	14
Adding a Disclaimer	15
Examples	15
Table of contents	15
Quality counts	16
PDF	16
EPUB.....	17
EBook upload	18
2 Hour Product Creation – Summary.....	19
Additional Tips.....	21
Essential Branding.....	21
The Coca-Cola affect	21
Even Poor affiliates who never make a single sale are worth their weight.....	21
Logo Design	22
Don't Sweat It	22
Why bother?	22
DIY Logo	23
Site Branding Example	24
Make your own logo	25
Sales Copy Cheat Sheet.....	26
My method.....	26
How to do it	28
Step 1: Borrow sales copy.....	28
Step 2: Strip it down.....	28
Step 3: Cut, Paste & Combine	28
Step 4: Outsourced re-write	28
Step 4: Polish.....	28
The bestseller elements	29
Step 5: Perfection.....	29
Eye Candy.....	30
Headlines	30
Great Headlines – How do you come up with one?	30

Example: My headline:.....	30
Graphics	31
Graphics Tools.....	32
Let's take a look at my sales page.....	32
The Story	33
Visual points of interest.....	33
Psychological Bullets (triggers)	34
Bullets.....	34
Testimonials	35
Good & Bad Testimonials.....	36
Reality check	37
You're Guarantee.....	38
Order Button.....	38
Sales Copy - Conclusion.....	39
Sales copy cheat sheet alternative.	40
Video Sales Pages.....	40
Important Note:	40

Disclaimer

The following lesson is based on my personal experiences and the methods I personally use which may or may not be the best or most effective practise. Nothing presented in this or any other lesson should be considered as legal advice.

2 Hour Product Creation

There are many mediums from which you can produce your product such as Video courses and EBooks (PDFs). The medium you choose really depends on which niche you are in. If it's anything Internet marketing related; then video or a combination of video and PDFs seems to be the way to go. For most other niches a simple well written EBook (PDF) is all you need to produce.

As I concentrate almost exclusively on niche markets outside of IM (and I recommend you do too) I will only be talking about how to write an EBook (or I should say; put one

together).

Note: although I will refer to the product throughout this lesson and course as an EBook you should always refer to your product as a publication, course, report, etc. when it comes to selling it. The term EBook cheapens your product

Important - First Step

Background Story - A Tip from Bestselling Fiction Authors

Creating your own niche product is a long way from actually being a bestselling author. But there are a few lessons we can borrow from any good fiction writer, and that is; a background story.

Before an author begins writing he or she will build the profile of the characters and outline the story. Nothing sells a product better than a person telling a story; which is why you should always start your product creation with a compelling background story and believable profile which relates to your niche.

Believe me; the right profile and story will help you structure your sales copy, your eBook (product) and you will make far more sales.

How to do it

If building a profile, background and story for your niche sounds complicated let me quickly say it's not. In fact it's pretty easy because we already have at least one website which we can analyse, sneaky? I guess, but this is business.

Profile

Let's consider the case study I have been working on for a moment; pearly penile papules removal. It's a rather delicate and embarrassing condition which develops in a percentage of young males. So it would make sense to portray a guy in his late teens or twenties who suffered with PPP and through some trial and error found a solution which worked for him. Your audience will instantly relate to your profile and the story you tell because they are going through the same thing.

Here's a bad example; and this is real by the way.

Woman's yeast infection treatment product; who would you believe, and buy from; a woman or a man? Seems obvious doesn't it but I actually had one guy ask me why his traffic didn't convert. When I looked he was using a male profile. In case you're wondering it should be a Woman!

The profile you should portray is often obvious, but not always, and even if you think you have it nailed you really should check. As I mentioned above finding your target audience is really easy by simply checking out the competition.

Here's how:

The first step in building a profile for your project is to understand your audience.

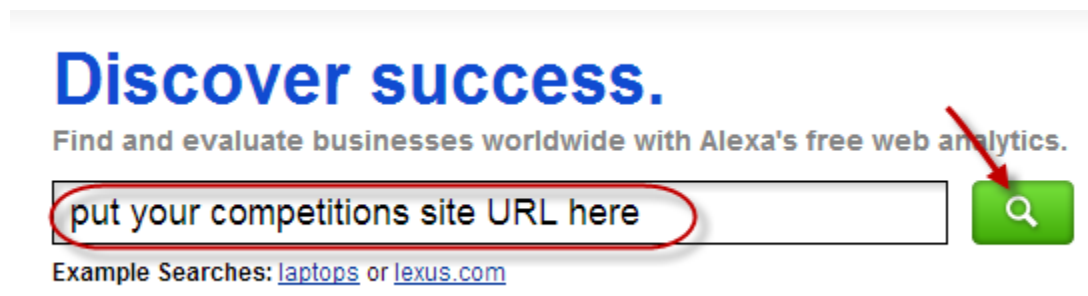
Understand your Audience

Step 1:

Go to Alexa.com <http://www.alexa.com>

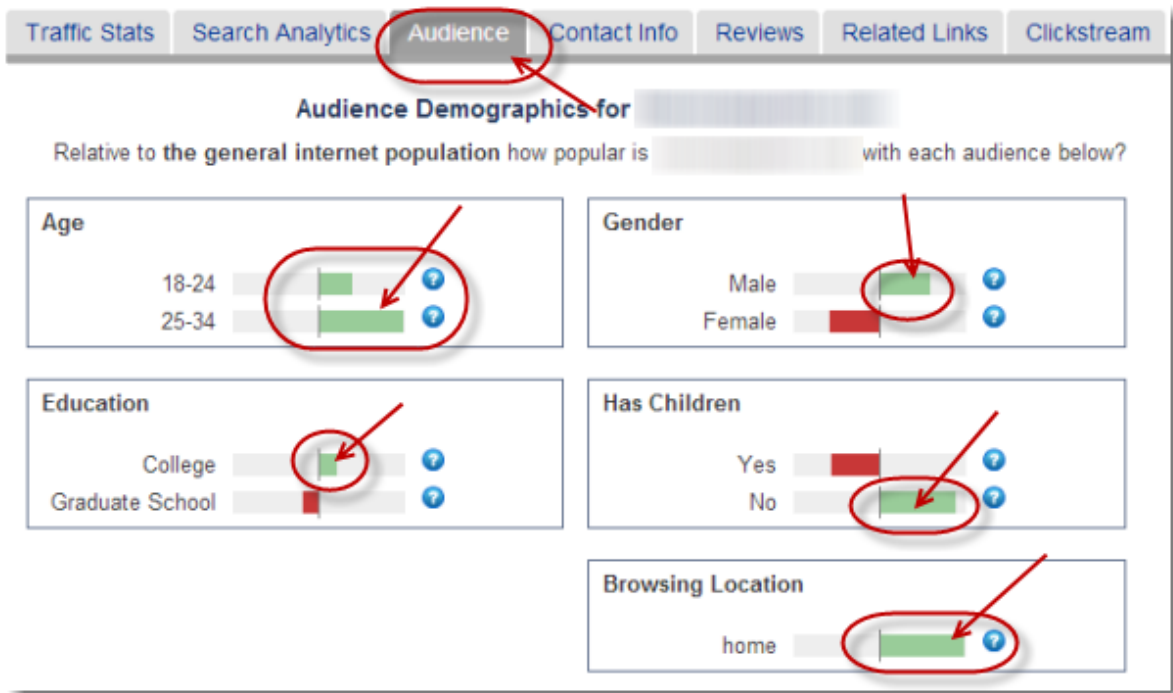
Step 2:

Add the full URL of your competitions website; e.g.; <http://siteurl.com>



Step 3:

Click 'Audience'; this will give you the audience demographics for the niche (based on your competitions audience). See the screen shot below: as you can see the site in question attracts a male audience between the ages of 18 to 34 with a college education. Most of the site's audience do not have children and browse the website at home.



Taking these demographics into account our profile will need to be a single male, and fit the age group (18-34). The Education aspect should also be considered when writing your sales copy and eBook.

Understand your Audiences Problems

Each niche is built around a common thread; in this case that thread is how to get rid of PPP. But this is broad; to understand the actual problems and answers being sought by your target audience I recommend you read through a few pages of niche related forums.

How: there are a couple of ways to find niche specific forums but by far the easiest is to just head over to Google and carry out a simple search.

Simply search for: Niche+Forum

In my case that would look like this: **pearly penile papules forum**

See screen shot below for results of this search:

Google

Web Images Maps Shopping More ▾ Search tools

About 72,300 results (0.26 seconds)

[Do you have pearly penile papules?](#)
[www.pegym.com > Forum > PEGym > Poll Forum](#)
 10 posts - 7 authors - 6 Dec 2008
 Hirsuties papillaris genitalis - Wikipedia, the free encyclopedia I do have PPP. It's not as bad as in the picture there. It doesn't really bother me.
[pearly penile papule](#) - 7 posts - 13 Dec 2012
[Pearly Penile Papules - Anyone has/had them ?](#) - 10 posts - 14 Sep 2012
[Pearly Penile Papules and Fordyce Spots- a cure has ...](#) - 10 posts - 5 Oct 2011
[Pearly Penile Papules](#) - 5 posts - 14 May 2011
[More results from pegym.com »](#)

[Pearly Penile Papules - Bodybuilding.com Forums](#)
[forum.bodybuilding.com > ... > Teen Bodybuilding > Teen Misc.](#)
 27 posts - 20 authors - 1 Mar 2011
 Who has these ****ers? How problematic are they for you? Did you even realise you have them? en.wikipedia.org/wiki/Pearly_penile_papules.
[Anybody else here have Pearly Penile Papules? \(not ...](#) - 30 posts - 16 Oct 2011
[Do you have Pearly Penile Papules?](#) - 12 posts - 2 Sep 2011
[Who has pearly penile papules?](#) - 25 posts - 29 Aug 2010
[Who here has pearly penile papules?](#) - 39 posts - 25 Nov 2007
[More results from forum.bodybuilding.com »](#)

[pearly penile papules CURE? Or just a SCAM · Penile Disorders ...](#)
[www.steadyhealth.com/pearly_penile_papules_CURE__Or_ju...](#)
 30 posts - 4 authors - 5 days ago
 I have found a definitive "cure" for pearly penile papules. Use a nail file to I appreciate the words of caution on this forum. Do not overdo it.

Don't over complicate things here; simply view the first few pages (niche specific threads) of the top forums. Copy down common questions and stories into a text file (see screen shot).

Hello in 21 years old

Have had PPP for as long as i can remember and its been a real b***h the first time i showed them to a girl she walked out that was when i was 15 after that haven't much talking to girls been work and [going to the gym](#) most of the time so i look great and girls talk to me all the time but i always find a way to brush them off out of fear of having to relive that moment again cuz i dont think i can take a 2nd time. i

ive had ppp since i was about 12, im 16 now and ive never really had a serious girlfriend so im very nervous for when i eventually do get one. i tried the smokers tooth paste and they do look like they have gone down a little but im not sure how long they will keep that way.

i was really hoping that i could find a cure on the internet besides the co2 laser but it seems their is not.

guess im going to just have to wait and see if things improve.

The problem is girls don't like them. If they did no1 would ever want to get rid of em. It's like acne, you can't die from it, but cause no one likes it people offer a lot of treatment methods, some of em work, some of them don't work. Just because you don't know the cure doesn't mean it's "OK" and we should not really try to remove it.

I've been searching the forums for treatments for PPP, and haven't found any. Many clai any remedies to the issue. I was wondering if the forum could help me and everyone els treatment.

My issue with them is the impression that it gives that it could be an STD. 99% of girls woul common thing.

The stories will help you write your background story, which will help you write captivating sales copy. The common questions asked time and time again in these forums will also help you build a high converting sales page as well as a quality eBook.

Write your profile background

Your profile: Note it down as follows

- Name (pen name):
- Age:
- Sex:
- College or occupation:
- Single, married, or with partner:
- Country of residence:
- Background story: Base on comments from forums; relate to your audience.

You're Profile Picture

Profile pictures are not a necessity but putting a face to a sales page hits a psychological trigger. Your story and sales page simply becomes more believable when people can associate it with a face.

Buy a profile picture which fits the profile; I recommend buying from <http://depositphotos.com> (they are pretty cheap). But you can use any stock photo provider you wish.

Note: (This is not legal advice; just my opinion) Right now you are probably thinking that using a profile picture and a borderline fictitious background story is either illegal or at best underhand. I know what you mean, but this is advertising. You state (on the same page) that the story is a dramatization or dramatization based on real events or accounts (which it may be). Any names used are pen names and any pictures used are for illustration purpose only; any person depicted in the picture is a model.

And most importantly, you will be offering a real solution which will help people.

Here's a link to my About Me page which provides a good example of what I am talking about <http://penilepapulesremoval.co/About.html>

And here is the sales page <http://penilepapulesremoval.co/>

Notice how I have woven the profile and background story into the copy.

How do you write an EBook?

I used to think it was difficult to write an EBook, I really struggled with the whole thing. But now; well writing eBooks is actually the easiest thing in the world. If I'm completely honest I don't actually do much of the writing myself; I actually outsource it for next to nothing, I will show you how to do the same (No I didn't outsource this course).

Here's how I do it

The mere fact that there are already products in our niche makes the job of writing our own eBook child's-play (No we are not copying).

Step 1

Sign up as an affiliate for the leading products in your niche 1 or 2 products.

Step 2

Buy the products using your own affiliate link. Most products will give you 75% commission so you will receive most of the initial purchase cost back as commission. I don't refund products unless the product is ridiculously bad.

Step 3

Read through each product (you will often find they are basically the same, just re-written). Write down the name of each chapter. Re-work the heading where possible.

For example:

In the case of this case study (the PPP niche) they are:

- Introduction
- Pearly penile papules-what are they
- Are pearly penile papules the same as Fordyce's spots
- who gets pearly penile papules
- PPP treatments medical
- Our PPP treatment

These are the chapters and structure of your new eBook.

Step 4

Remove the first chapter which is normally the introduction. The introduction is where your background story comes into play. You should write the introduction yourself.

Introduction:

Use your background story and explain why you wrote this EBook. 400-500 words will do.

Step 5

Remove the last chapter or any chapter which details the actual method in this case that is 'Our PPP treatment'. This is another chapter which you will be writing yourself. There are normally a number of different solutions to the same problem.

It's your job to either find a different solution (to the solution detailed in the products you purchased) or to completely re-work the same solution adding in as much detail as possible (if this is the best solution).

Remember you should always aim to provide the highest quality information to your customer, and if your customer likes or gets value from what you supply you will receive great feedback which you can use as testimonials.

Step 6

The rest of the chapters are normally generalised (not specific to anyone and not specific to the solution). In most cases these chapters are basically filler:

- Pearly penile papules-what are they
- Are pearly penile papules the same as Fordyce's spots
- who gets pearly penile papules
- PPP treatments medical

Here's what I do:

I take each heading and then instruct an outsourcer to write a 400 word article on it; it will cost you around \$5-\$6 per article. Some chapters can be split into subchapters; for example 'PPP treatments medical'; there could be a whole host of them. If this is the case with one of your chapters simply list them all and send them off to your outsourcer for 200 or 300 word articles.

This method will give you a totally unique product quickly and cheaply. Do not simply re-write someone else's EBook.

Tips on outsourcing: I outsource nearly all content production to Elance.com; this is just my personal preference. Regardless of where you outsource your writing tasks I would always

recommend that you only use writers from native English speaking countries, or be prepared to do an awful lot of additional work on grammar.

Overall Cost

I can normally get everything done for less than \$50, of course there's a bit more work to it; but less than \$50 is pretty good for an EBook which will hopefully go on to sell thousands of copies for anything from \$17 - \$37 a time (my last big project averaged around 14 sales per day, at \$37; over \$500 per day).

Now put it all together

You should now have an introduction which you wrote, a number of articles based on chapter headings which you outsourced and a solution which again you wrote. Once you have everything it's a simple case of stitching everything together.

Because you outsourced the chapters as articles (to keep costs down) you may need to do a little tweaking to make each one flow into the next, If you use a good writer this should only take minutes. Putting the whole thing together will only take a couple of hours (in most cases), hence the name of this lesson.

Tools

You will of course need some kind of word-processing package to put your EBook together. I recommend Microsoft Word; if you do not already have a copy of Microsoft Word installed on your computer you may be able to get a 60 day free trial (this does depend on your operating system). If Microsoft Word is not an option a great free alternative is [OpenOffice](#).

EBook Structure

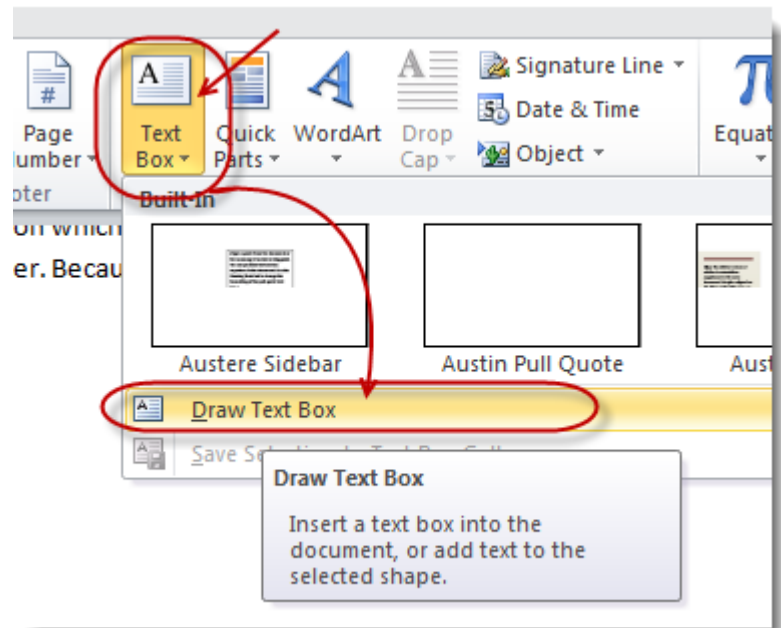
Cover page

I always add a cover-page to my eBooks, I think it adds value (But I could be wrong?). To cover the whole of one page with a picture in OpenOffice is pretty easy; Click insert picture and select your cover page picture (more on graphics soon). Right click and anchor the picture to the page. If the picture is smaller than the page; click-hold and drag the corner until it fits.

In Microsoft Word the process is a little different due to formatting or borders or something (not really sure why it's different?).

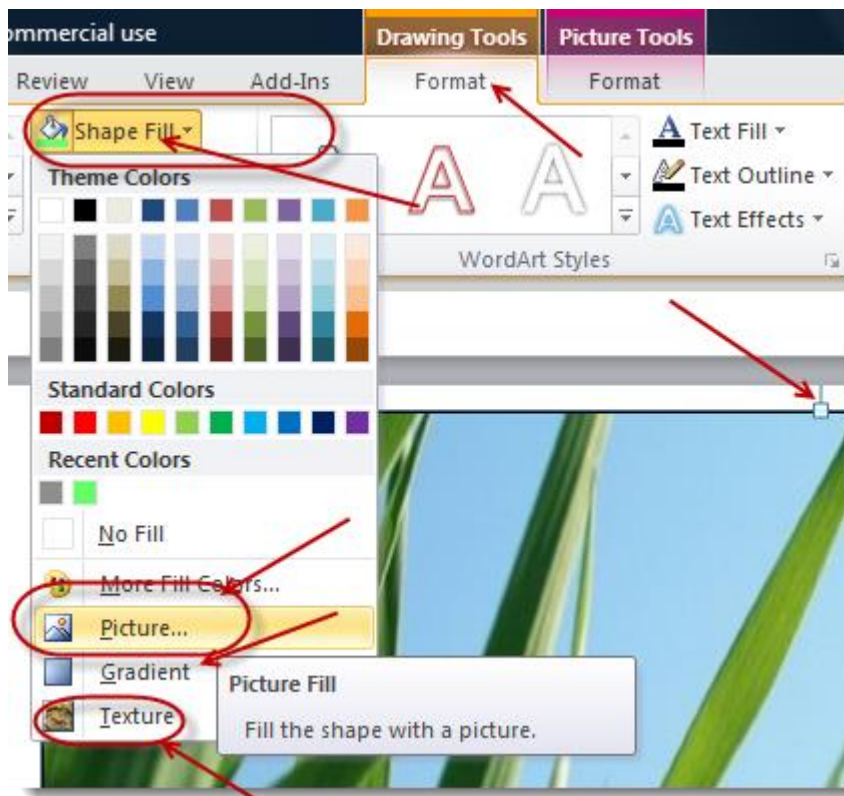
Anyway to fill one whole page with a picture (make a cover page) you first have to add a content box (Text Box) to the page;

To do this, Click 'Insert' on the menu/ tools bar, then click Text Box', then from the drop down menu click 'Draw Text Box'.



See picture (Right)

Then Click 'Format', followed by 'Shape Fill'. **See picture (Below)**



Then expand the content box to 100% of the page.

Formatting

Most niche EBooks are around 30-35 pages long which includes cover-page and table of contents. The text is normally quite large as it fills pages quicker, plus you will often find that the line spacing is set at 1.5 or even 2; again this is purely to fill more pages in order to justify the price of the EBook.

I recommend that you set your text to 14 and line spacing to 1.5.

Copyright Information

After your cover page you should add your copyright information.

What should be in your Copyright information?

- The single most important element on the copyright page is the copyright notice itself. It usually consists of three elements:
- The © symbol, or the word “Copyright” or abbreviation “Copr.”
- The year of first publication of the work;
- And an identification of the owner of the copyright—by name, abbreviation, company, website etc.

Together, it should look like the example below:

Nothing presented below should be considered as legal advice.

Example

Please feel free to modify the example below for your own needs.

© 2015 your name or business here.

All rights reserved. No part of this book may be reproduced in any form or by any electronic or mechanical means including, but not limited to, information storage and retrieval systems without permission in writing from the publisher, except by a reviewer, who may quote brief passages in a review.

Adding; © 2015 (or whatever year) & your name – believe it or not this makes your document copyright protected under US law once published.

Adding a Disclaimer

It is very important to add a disclaimer to your eBook; this should be placed after your Copyright Information.

The information you are providing is meant as information only. I'm sure I don't need to explain the legal ramifications of not adding a disclaimer to your publication.

Examples

Please feel free to modify the disclaimer examples below for your own needs.

Nothing presented below should be considered as legal advice.

DISCLAIMER AND TERMS OF USE AGREEMENT

The author and publisher of this eBook and the accompanying materials have used their best efforts in preparing this eBook. The author and publisher make no representation or warranties with respect to the accuracy, applicability, fitness, or completeness of the contents of this eBook. The information contained in this eBook is strictly for educational purposes. Therefore, if you wish to apply ideas contained in this eBook, you are taking full responsibility for your actions.

The author and publisher disclaim any warranties (express or implied), merchantability, or fitness for any particular purpose. The author and publisher shall in no event be held liable to any party for any direct, indirect, punitive, special, incidental or other consequential damages arising directly or indirectly from any use of this material, which is provided "as is", and without warranties.

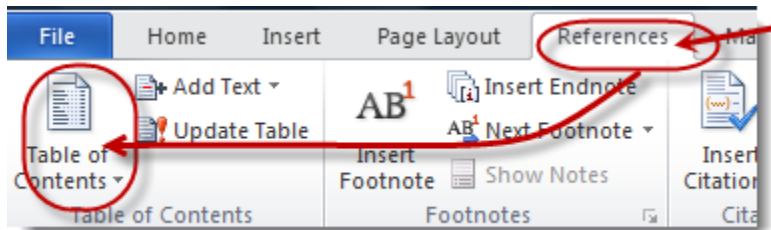
Table of contents

Microsoft Word makes adding a hyperlinked table of contents very easy

Create a table of contents automatically with Microsoft Word

At the top of your tool bar; Click 'References', then click on the area of your document

where you wish to place your table of contents, then click 'Table of Contents' (Far left corner), and then click the table of contents style that you want. See screen shot below:



Quality counts

A poorly written publication will encourage quick refunds. Spelling and grammar is important. I'll be honest my spelling sucks; which is why I will normally have the document proof-read & corrected before I publish and begin selling it, (look for proof-readers on Fiverr.com). Microsoft Word has a built in proof reader which is also pretty good.

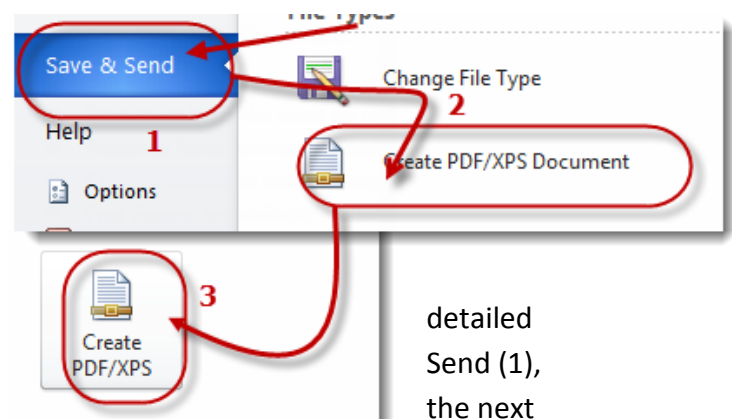
PDF

Once you have put everything together and you are happy with your EBook you will need to turn it into a PDF. Portable Document Format (PDF) is a file format used to represent documents in a manner independent of application software, hardware, and operating systems, which basically mean the file, can be opened and read on any machine.

Each PDF file encapsulates a complete description of a fixed-layout flat document, including the text, fonts, graphics, and other information.

You can easily turn your document into a PDF using either OpenOffice or Microsoft Word. In OpenOffice; simply save your document (no spaces: this_is_my_document), then click the PDF icon in the tools bar.

In Microsoft Word; save your document as above. (See picture; right) Then click Save & then click Create PDF/XPS (2) and finally on page click Create PDF/XPS (3).



detailed
Send (1),
the next

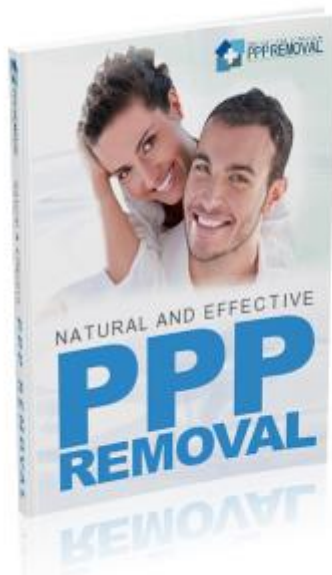
EPUB

More and more people are using hand held devices such as iPads and mobiles. Unfortunately many of these devices are not PDF compatible. The common supported file type for most of these devices is called EPUB.

EPUB (short for electronic publication) is a free and open e-book standard by the International Digital Publishing Forum (IDPF). Files have the extension .epub.

Although I didn't offer an EPUB version of the eBook I sold (Last site) I did notice more and more customers were contacting me because they were unable to open the PDF on their mobile device.

For this reason I have just started offering an EPUB version on my download pages; see picture below.



To be honest, it's taken me some time to add the EPUB versions of my publications to my download pages, simply because I'm not great with change (which isn't great when you make your living online) and because I didn't want to have to learn to do something else.

However I needn't have worried as the process of turning your document into an EPUB file is as simple as clicking a button.

Use the following link to turn your document into an EPUB file: [File Converter](#) As far as I can tell this is a free online resource. You can also make a Kindle version on this site as well (should you want too).

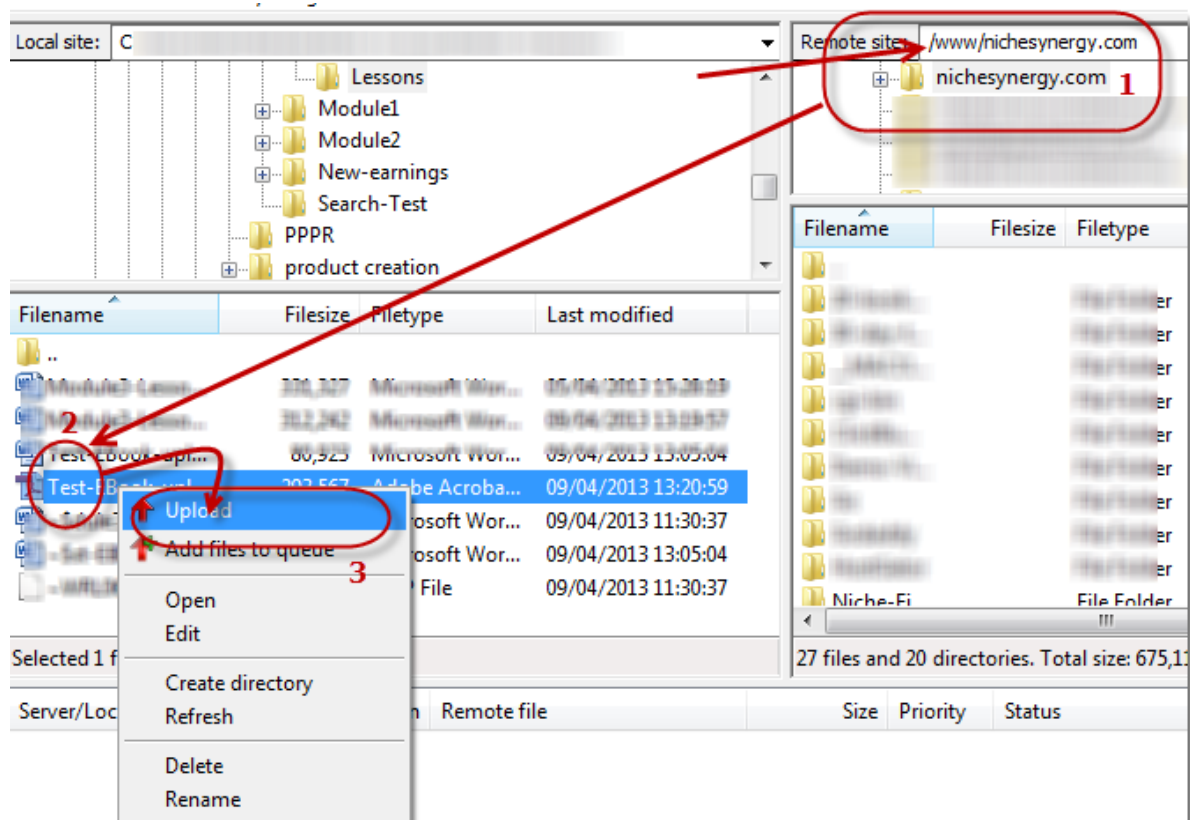
I suggest you do include different versions of your publication on your download page. It will keep customer queries and tech support questions to a minimum, plus it will reduce potential refunds.

EBook upload

In order for your customers to be able to download your publication after purchasing it; you need to store it on either your own server or a third party server such as Amazon S3. Unless you expect to sell a huge number of products from the very start; your own server will suffice (where your domain is hosted).

You can upload your finished PDF to your server via your host CPanel or an FTP software such as Filezilla (which is free). Using Filezilla (FZ): Open software and log into your server.

Click on WWW or domain on the right (FZ), depending on whether you have lots of domains or just one (under which you want to store your new EBook). You should see the domain in 'Remote Site' (picture; top right (Fig: 1)). on the left hand side of the software (FZ) (picture; left (Fig: 2)). Next; right Click on the required file (your PDF) & Click 'upload' from the menu (picture; left (Fig: 3)).



Your file will now upload to your server; usually pretty quickly depending on your

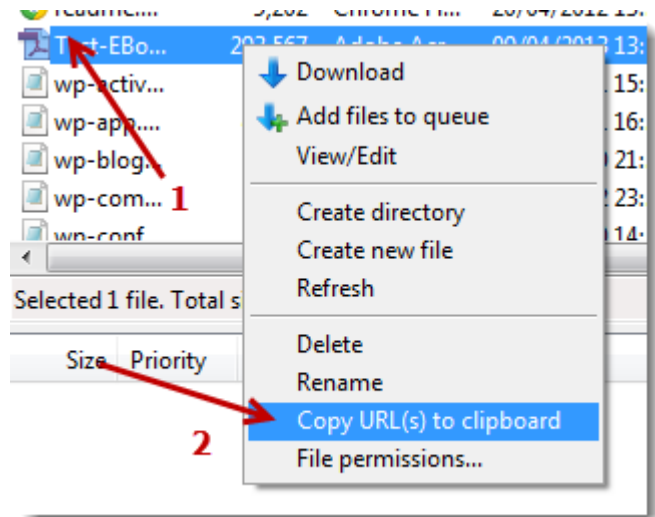
connection and the size of the file.

Now that your file is stored on your server you should be able to view it in your domains folder (above picture; right).

Make a copy of the EBooks URL. You will need this for your download page. (See picture)

To do this; right click on the PDF (you just uploaded), then click 'Copy URL(s) to clipboard'.

The URL which you copy to your clipboard is the FTP URL and will look something like the URL below.



ftp://1234567@yourdomain.com/www/yourdomain.com/Your-EBook.pdf

Remove the following part of the URL: **ftp://1234567@yourdomain.com/www/**

And replace with: **http://**

Your URL should now look something like this: **http://yourdomain.com/Your-EBook.pdf**

To check; Paste the URL into your browsers address bar. If you have completed the upload steps correctly your eBook should open.

2 Hour Product Creation – Summery...

The steps covered so far really are as easy and straight forward as they look. As I said at the beginning of this guide; writing and producing your own EBook (product) is actually very easy. I can do the whole thing in a couple of hours providing I have everything at hand, I.e. profile, story, the chapters which I outsourced and the graphics.

If this is your first time producing your own product the process may take longer but again this is time well spent; even if it takes you days! Remember if everything goes to plan your

eBook may go on to sell thousands of copies (I'm not joking).

Take a look at the screen shot below:

The picture below shows a cropped down screen shot taken from the site I sold for \$77k. From 22nd June 2012 to 15th January 2013 this site made 2845 sales, which roughly equates to over \$100,000 (unit price \$37) making me over \$45K net of affiliate payments.

That's just 1 website & around seven months.

The screenshot shows a 'Search Criteria' form with the following fields and options:

- Preset:** Select a date range (dropdown menu)
- Start:** 2012-06-22 (text input, circled in red)
- End:** 2013-01-15 (text input, circled in red)
- TID:** (text input)
- Credits (All):** Sale , Rebill , Bonus
- Debits (All):** Payment , Reissue , Refund , Charge
- Last Name:** (text input)
- Email:** (text input)
- Item:** (text input)
- Role:** (text input)

Below the form, the search results are displayed: Found 2,845 items, displaying 1 - 100. Total (all results): \$45,029.44. Both the item count and the total value are circled in red.

These kinds of figures are not typical but they are achievable, I built this particular website from scratch without any previous knowledge of the subject. Any figures I quote in this publication are real and can be verified as being so.

What makes a product (your EBook) this popular? Initial research is important... small niches are often neglected to a large degree; this means producing a high quality publication in that niche can be hugely profitable.

Whatever you do, make sure you produce a quality product which actually solves the buyer's problem. That way your customers will be happy and your refunds will be low.

Additional Tips...

Essential Branding

When I initially put my last niche product together (the six figure product which inspired this publication) there were already established products in the market place. I knew I could do better and I wanted to set my product apart from the others.

The Coca-Cola affect

I achieved high visibility product recognition in part by branding the site and product with a simple logo much like 'Coca-Cola' or any leading product. I used the logo on literally everything; site, banners, PDFs, video openers, graphics, etc. etc., like I said; I put the logo on everything.

At the time I had no idea if branding the product in this way would have any impact on either sales or popularity, but to my delight it had a huge impact on both.

Within weeks; whenever anyone did a search for (my niche) they would see my logo, every affiliate who used one of my graphics (banners etc.) was affectively sharing my logo and increasing my sites profile, I guess it's a viral effect.

And it's a method that really does need to be talked about and applied.

Even Poor affiliates who never make a single sale are worth their weight

About affiliates; did you know that even bad affiliates are great for increasing the profile of your site and product if you have a little branding to tie everything together? And because more and more people see your logo/ branding they are more likely to trust your website and purchase your product.

On the flip side; if your product looks popular; more and more affiliates will start promoting, yes, most of them couldn't sell \$10 for a single dollar, but if they use your branding they are helping you snowball your site's profile.

Very few venders and marketers actually understand the real value of their affiliates.

Sure affiliates make you sales, and yes it's true that only around 5% of those affiliates who start promoting your product will make consistent sales; but let's not forget that most of the remaining 95% will initially promote your website and product to some degree.

These affiliates (no matter how bad) are affectively advertising your product for you which raise your products profile (providing you use recognisable branding). This ultimately makes it easier to sell your product for both you and your affiliates (the 5 or so percent who know what they are doing)

*Note: Poor affiliates will also lower EPCs (not usually a big issue in niche markets)

Logo Design

Yes; you should definitely associate your site and everything related to it with a memorable logo, but it doesn't have to cost a fortune, or if you can use Photoshop or Gimp (which is free) then you can easily make your own. It doesn't have to be a work of art; just something that catches the eye.

Don't Sweat It

If designing your own logo leaves you in a cold sweat simply outsource the task. Warrior forum is a great place to look for good logo designers (Warriors for hire) you can often find a designer to do the job for less than \$40. You can even find logo designers on Fiverr (much like everything else).

Why bother?

I can't recommend using a logo highly enough. I would go as far as saying that even if paying for or designing your own logo delays the launch of your own product, that's a delay worth living with.

I encourage you to take this tip on board, you will be so glad you did.

I know that some of you will be on a tight budget and logos and branding might seem like a waste of much needed money right now. You might be thinking "I will see how things go, and maybe get a logo done then".

I can certainly understand this kind of stance on what might seem like needless cost, after all most IM related courses and tutorials hammer home phrases such as; don't over think it, just get it out there.

Statements like that do serve to inspire you to get things done, however in my experience getting things done right before you launch your product will pay off in the long run, this is especially true when it comes to niche marketing.

DIY Logo

Branding your product doesn't have to be difficult or expensive, in fact I would encourage you to have a go yourself. Here's the logo for my PPP Removal site;



I made the logo using Gimp (which is free). It's basically just an icon followed by some text. You can purchase logos and icons from a variety of different image (stock photo sites). I use DepositPhotos.com simply because they are one of the cheapest stock photo sites I could find, plus they have a huge collection of quality pictures and they are professional.

If you want to search depositphotos or any other stock picture site for potential logo designs simply visit the site and then search for 'Logo Design'. Here's an idea of the kind of results you might get, there are literally thousands and thousands of designs to choose from. I have also included the price for collections of logo icons like the one below at the bottom of the picture.



Size	Resolution & Dimensions: Inches Cm	File Type	Price in Credits
XS XSmall	346 x 346 (0.12 MP), 4.8" x 4.8" (72 dpi)	JPEG	1.00
S Small	707 x 707 (0.5 MP), 9.8" x 9.8" (72 dpi)	JPEG	2.00
M Medium	1414 x 1414 (2 MP), 4.7" x 4.7" (300 dpi)	JPEG	4.00
L Large	2480 x 2480 (6.15 MP), 8.3" x 8.3" (300 dpi)	JPEG	6.00
VI Vector Image	No limits. Fits any dimension.	JPEG + EPS	10.00
EL Extended License	No limits. Fits any dimension.	JPEG + EPS	80.00

As you can see; for just \$6 you can purchase the rights to use all of the above icons, you could buy the Vector version if you really wanted to for \$10; personally I just go for the large or medium JPEG.

Site Branding Example

In the picture below you will see a number of my graphics grouped together. They range from banners to ecovers, notice how each graphic carries the logo I mentioned above.



Once I launch this product, affiliates will be able to use all of the banners and graphics I supply, all of which will contain my logo branding. Hopefully I have shown you the importance and potential effectiveness of branding.

Make your own logo

Now I am not a graphic designer, I have never used Photoshop but I can make my own graphics reasonable well using free software called Gimp.

Gimp is free and if you don't have Photoshop I would encourage you to give Gimp a try... There are also hundreds of tutorial videos available.

Here are a few of mine which will help:

<https://youtu.be/fXoXHGTTCM0>

<https://youtu.be/DzpQPxZnOCA>

<https://youtu.be/LztG7wHrkVw>

Sales Copy Cheat Sheet

Without doubt one of the most important and potentially difficult aspects of putting your product together in order to actually sell it is your sales pitch. A sales pitch (more commonly referred to as sales copy) is what persuades people to purchase your product.

It doesn't matter what you are trying to sell, the truth is; if your sales copy doesn't convert then you're not selling anything, full stop.

But unless you have a real gift for writing sales copy which most of us don't then this is where you will hit a brick wall. Your options are pretty thin to say the least, you can either write the sales copy yourself and run the risk of making a poor job of it and ultimately make very few sales.

Or you can hire someone to write the sales copy for you, but this option is out of reach for most people due to the cost.

Getting the best copywriter to write a fantastic piece of sales copy for you could cost you thousands of dollars which can be a good investment for say an internet marketing product with a huge launch behind it.

But most niche products won't have that big launch or the huge number of sales in the first couple of days. So; what should you do?

My method

I actually have a method of getting great copy for next to nothing. I guess you could call what I am about to explain to you as being a little sneaky, but, hey this is business right. And I might add; I'm not breaking any rules or infringing copyright with this method.

The whole this quick product creation method is possible because there are already products in the marketplace which means there is also sales copy.

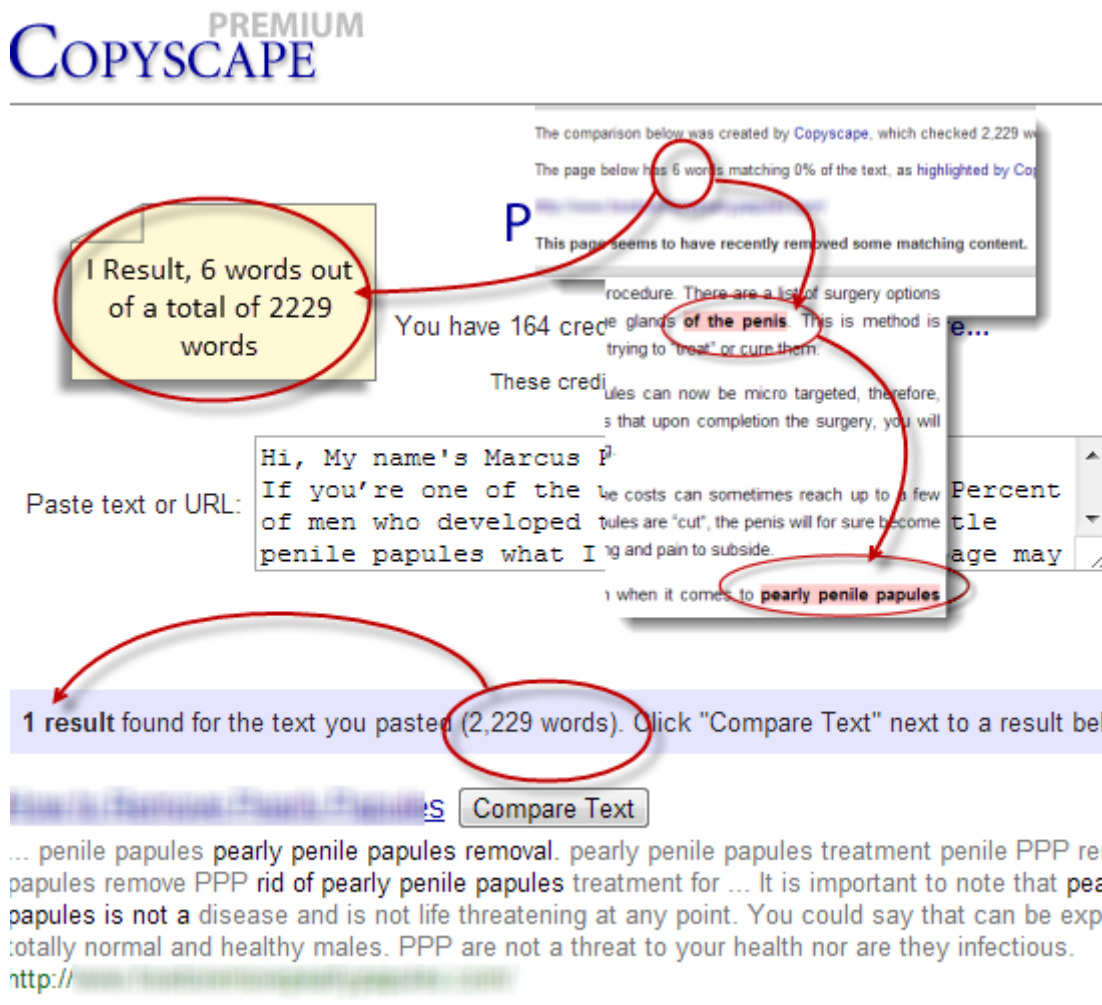
Now, before I continue let me just say that you cannot simply take someone else's sales copy and use it on your own website. This is plagiarism, and possibly copyright infringement and that's not what I'm going to talk about.

But you can use existing sales copy as a seed for your own sales copy (much like a swipe file)

and once it is finished it will be 100% unique to your website. I consider it 'Borrowing' just like a copywriter would use a swipe file.

Just so you know that the finished article is unique please feel free to Copyscape the content of my sales page; <http://penilepapulesremoval.co>

Just in case you are interested and to prove a point I actually went ahead and did my own Copyscape check. There was 1 result with a total of 6 matching words out of a total of 2229 which is basically 100% unique. The strange thing is that the site which showed matching text of 6 words was not the site I used as a seed. Anyway I have taken a screen shot of the results; take a look below.



How to do it

Step 1: Borrow sales copy

Search your niche or a related niche marketplace for successful products (similar to your product) and copy their sales copy into a word document (or similar). I suggest you 'borrow' the sales copy from several sites in your niche (or similar) and copy them into separate word documents.

Step 2: Strip it down

Read through each document; remove all testimonials, anything related to the pricing and guarantee. Basically strip it down to the bare bones, leave the authors story and name in place at this point.

Step 3: Cut, Paste & Combine

Open a new document; then cut and paste the best parts of each piece of sales copy into your new document. Arrange each piece of content in order; so it flows. Continue until you have a complete sales pitch assembled in reasonable order; It probably won't look great at this point but it should at least make sense. Don't over analyse your assembled sales copy yet, just save it.

Step 4: Outsourced re-write

The next step is to send off your document for a complete re-write. I often outsource this task to either Fiverr or Elance. The cost of having your sales copy rewritten obviously depends on the word count but in most cases you should be able to get your re-write completed for under \$20. I recommend that you only hire native English speaking writers (it will save you time in the long run).

Step 4: Polish

You should now be the proud owner of a reasonably unique piece of sales copy which you have just received back from your writer. I use the term 'sales copy' loosely because in most cases it will still be a raw and sketchy outline of what you actually need. Remember your future sales are ultimately based on how persuasive your sales pitch is. The next step is to polish your sales copy up to a standard which would convince you to purchase the product

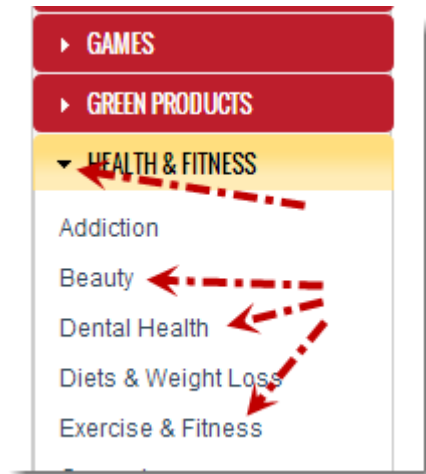
in question (if you needed a solution to that particular problem).

As you initially ‘borrowed’ the sales copy there will be lots of references to the author or the pen name. You should have built a profile and background story as detailed at the beginning of this publication. Now remove any references and story elements from the sales copy and replace with your own profile and background story.

The bestseller elements

There are certain elements and layouts which turn ordinary sales copy into bestselling highly persuasive sales copy and I highly recommend that you use as many of these little tips as you can. A great place to find some winning sales copy for niche products is in the Clickbank marketplace; here’s how:

Head over to Clickbank, click ‘Marketplace’ (top). Then down on the left hand side choose from the Categories (Red buttons).



Choose a broad niche which relates to your niche. For example in my case that would be ‘Health & Fitness’, Click on the little white arrow to the left of the broad niche and then click on one of the sub niches which would encapsulate yours.

Mine would be ‘Remedies’... although at the time of writing this may be changing in Clickbank.

The ten products listed on the following page are the most popular (by default) products in the sub-niche (not necessarily the same niche as yours). It’s certainly not compulsory but I like to scan the sites to see where they put bullets, graphics, headlines and subheadings.

Step 5: Perfection

Well this step is basically the same as step 4; it’s all about polishing that sales copy to the highest standard possible. You really shouldn’t rush this; if it takes you days to complete it; then spend days, seriously it will be time well spent.

Tip: When you think you have the perfect sales copy walk away, take a break. Then read through from the top and make additions and corrections, believe me there will be some. I do this four or five times, sometimes more, every time I return I find something which could be better.

Eye Candy

It used to be said that you only needed good sales copy to sell a product; and to a certain extent that still holds true. However with so much for people to choose from online today people's attention spans are very, very short. Which means you must grab each visitor's attention in mere seconds otherwise no one will ever read your sales copy.

Headlines

Of course a great headline will do wonders. Would you bother reading a sales page if the headline didn't grab you; no me neither.

Great Headlines – How do you come up with one?

There are millions of sales based websites out there. Finding the best headline for your product is simply a case of building a swipe file of headings which grab your attention and reworking them to fit your niche (product). I'm not going to go in-depth on the subject of creating a killer headline as it really isn't too difficult to work out for yourself.

Again this may take a little time to get right, but it's time well spent.

Note: I often come up with two or three headlines and actually put them up on the site to see which one comes across as being the most intriguing and captivating.

Intrigue & Captivate; are the buzz words when it comes to a great headline.

Example: My headline:

“ I Got Rid of my Pearly Penile Papules in Just 3 Weeks Using This Cheap, Effective & Simple Method. You Can Copy my PPP Removal Method in as Little as 2 Minutes from Now ”

This is the headline I designed for my sales page; first of all it is a graphic which I made with Gimp (very easy). There is nothing flashy about it; it just looks like any other text apart from a circle that draws the attention. I like to use lots of graphics because it gives me the option to really draw attention.

I even use graphics for headlines and sub headings which many SEO experts will tell you is wrong. And in terms of SEO they are right; but I never build my sales page in order to rank, I build it to sell.

As I have said before Google really don't like sites which do little more than sell, so you could get all the SEO perfect on your sales page (and run the risk of it looking ugly) only to

find that Google drops your site down SERPs. It will happen, believe me.

Graphics

Today's internet users expect a professional looking and polished website which should include quality graphics.

I use low-key niche specific pictures, profiles, bullets, headlines even sub-headlines and arrows to draw attention. Should you use them too? Graphics are not compulsory but I personally find that they help my products sell much better.

“I Got Rid of my Pearly Penile Papules in Just 3 Weeks Using This Cheap, Effective & Simple Method. You Can Copy my PPP Removal Method in as Little as 2 Minutes from Now”

Do you suffer with pearly penile papules (PPP)?
Are you tired of being told?

- Hey they're harmless don't worry about them
- You can't get rid of PPP
- Even worse, perhaps someone mistook your papules for genital warts or some other STD.

Hi, My name's Marcus Parker

If you're one of the unlucky, thirty or so Percent of men who developed those embarrassing little penile papules what I have to say on this page may be of real interest to you.

I must apologise for the big white block stuck right over my face up there on the right, but I really don't want everyone to know I had pearly penile papules because, well, most people will think that I had some kind of STD. And we all know how well that sort of thing goes down with girls don't we.

Ever heard comments like these?

- Oh, you have genital warts... See you
- What the hell is that? I'm not touching that!
- Sh*t, is that herpes on your c**k
- That's disgusting!

The picture above is a screen shot of just the first part of my sales page; everything outlined in red is a graphic. Don't be afraid to use graphics if they work. Remember your sales page is for selling your product, forget trying to rank it.

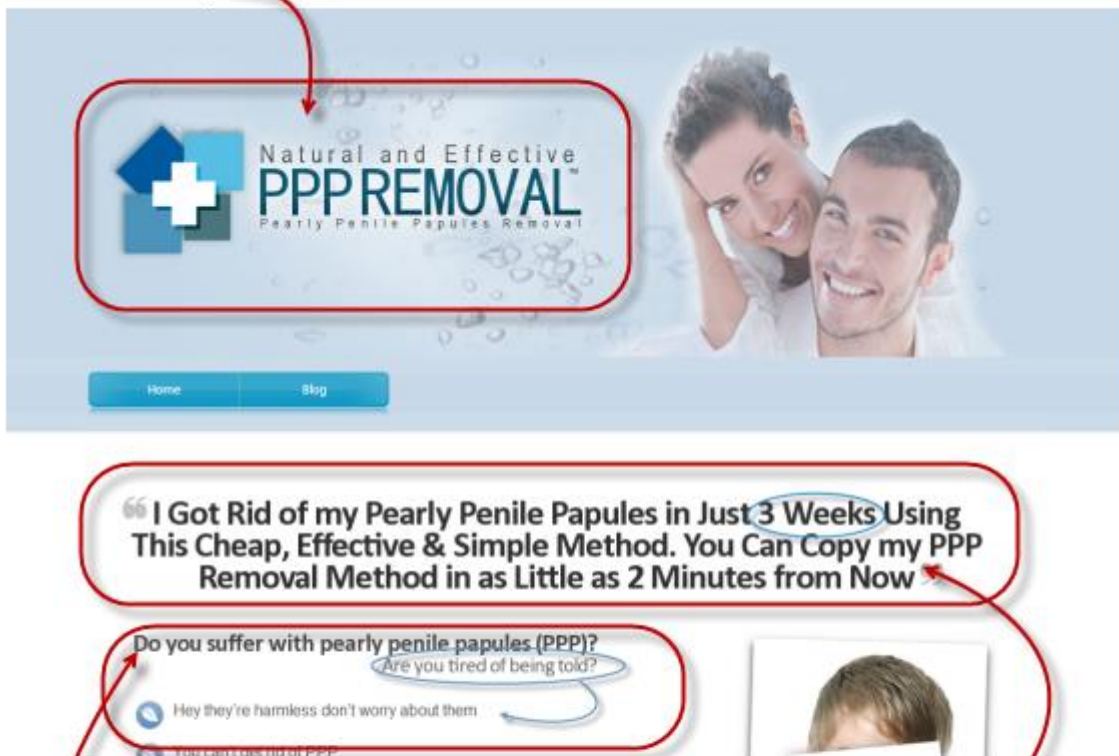
Perhaps the best way of demonstrating what I mean by low-key graphics and how often I use them is to show you; [Click here to view my PPP site](#)

Graphics Tools

Which graphic tool should you use? If you have Photoshop use it. If you don't; then save yourself \$600+ and download [Gimp](#). Gimp is a free clone (or almost) of Photoshop, yes it really is free and it works. There is no need to outsource basic text graphics such as headings and subheadings it takes only seconds to accomplish with Gimp.

Let's take a look at my sales page

The first thing anyone sees is the header, so I have my logo which as you can see is pretty self explanatory



The second element is the headline which should be at least a little intriguing. It needs to hint at addressing the problem straight away. This should at least encourage your visitors to read a little more.

And lastly a question which should instantly relate to most of your sites traffic; Do you suffer with pearly penile papules (PPP). Of course they do; why else would they be on your site!

You don't need to be a great copywriter to put together sales copy for most niche products. A simple story which relates to your audience and hints at a solution is all it takes in most cases. The screen shot above shows the first thing anyone sees when they land on my page; hopefully that will be enough to encourage them to scroll down and read the rest of the page.

The Story

Once you have the attention of your visitor you should try to hook them in. I have done this (or attempted too) by trying to relate to them using my background story.

Having PPP really sucks, I know because I had them.

But until recently (about 14 months ago) I actually thought I had genital warts which considering my limited intimate encounters at the time seemed hard to believe and really unfair. I really did think that I had been unlucky and contracted genital warts which at the time made my life a living hell especially around women which is a real handicap when you're my age.

It took me nearly three months to pluck up enough courage to make an appointment at a nearby STD clinic. The sheer embarrassment prevented me from seeing my own doctor. And that's when I found out that I didn't have genital warts after all.

The doctor told me that I actually had something called 'Hirsuties coronae glandis', which he went on to explain was a normal and completely harmless anatomical variation which affects something like thirty percent of men in my age group.

The fact that I didn't have genital warts was a relief, however the reality of having these weird little papules called Hirsuties coronae glandis which I now know are more commonly called 'pearly penile papules' wasn't so great. The problem, as the doctor explained is that PPP is not a medical condition which warrants treatment.



There Is No Cure for Pearly Penile Papules

Just learn to live with it

According to the doctor who examined me; there were no PPP treatments available on the NHS (UK) and that the condition would often become less noticeable with age. I think his advice basically amounted to 'no big deal, just get used to having them'.

Sure that's great advice coming from someone who obviously doesn't have or never had penile papules, and must have forgotten what it was like to be 18 and just starting university.

Have you ever tried to explain to a girl in the heat of the moment that those lines of whitish pimples are actually 'pearly penile papules' and not warts or herpes...

I have, and it's really embarrassing, plus hardly anyone believes you.

Having penile papules might not be life threatening but it's really hard to live with, and even harder to get rid of, or so I thought.

I don't think I fully understood what PPP actually was until I started doing a little research online. I certainly didn't realise how common penile papules were. And I was sure that there had to be a way to get rid of them; and I was right, unfortunately the pearly penile papules removal method in question was going to cost me \$1833.

Visual points of interest

As you scroll down my sales page you will see quite a few graphics and graphical headlines. Plus I only ever use small paragraphs: [Click here to view my PPP site](#)

I do this to keep the reader interested and to grab instant attention. If someone lands on your website they will often just scroll down through the complete page; if all they see is large blocks of text (no matter how good the copy is) they may decide not to read your page.

The graphics and headings provide instant points of interest which may be enough to grab your visitor's interest. The small paragraphs make the page easier to read, I find that all of the little breaks in text are like little breathing points (just my opinion).

And of course bullets; one of the most important elements of your sales page are bullets. As I mentioned above many of your visitors will simply scroll the whole of your page without actually reading it properly.

Psychological Bullets (triggers)

They are basically scanning it to see if it is worth reading. In most cases they will be on your site looking for a solution to a specific problem. Bullets are a great way of grabbing the attention of anyone scanning your sales page and either hinting at a solution to their problem or pushing the psychological button.

The bullets below are aimed at addressing the later. Pushing home (reminding them) of why they need a solution; **'The psychological button'**

Don't put your life on hold – You don't have to live with PPP

Don't do what I did; I basically put my life on hold for months while I plucked up enough courage to go and get them checked out. Sure, finding out that I didn't have warts on my penis was a huge relief. But, then being told that I was just going to have to live with these ugly and embarrassing penile papules really crushed me.

I know there are lots of guys just like me suffering in secret because of penile papules. This is why I decided to publish my complete PPP removal method, aptly titled 'Natural PPP Removal'.

Does this sound like you?

- Sex life has either come to a standstill or never started
- You're avoid any intimate relationships
- You don't know who to talk to or who to believe
- You're confidence and self-esteem is at an all time low
- Terrified that everyone will think you have an STD
- You can't afford a medical procedure (CO2 Laser)

Let me be brutally honest with you; without doubt the quickest and perhaps the most effective means of getting rid of your pearly penile papules is through vaporisation i.e. CO2 laser. The truth is; if you can afford to have your PPP removed using the latest laser vaporization techniques I suggest you do it, that's what I would have done if I could have afforded too.

But, as I'm sure you are well aware this procedure comes with quite a substantial price tag. The cost of removing my PPP was quoted at \$1833 (which I couldn't afford), prices for the procedure can be as high as \$5000.

The substantial cost and potential embarrassment often encourages many of us into searching for and trying cheaper, natural alternatives. If you have developed penile papules and simply cannot afford to have them vaporised (laser), I'm offering you the opportunity to follow the same, simple & effective procedure which helped me regress my PPP safely over a number of weeks.

The psychological factor can be a powerful selling tool especially in a niche where people are desperate to find a solution. The psychological factor often works very well in anything health related. [Click here to view my PPP site](#)

Bullets

As well as psychological bullets (triggers) which you may or may not decide to use (depending on your particular niche) you need to include what I like to call 'general bullets'.

These bullets should shout out exactly what the benefits of buying your product will provide the purchaser. Your bullets should relay to the reader that you have a solution or the answer they have been looking for without giving too much away. Bullets are little bursts of intrigue. Just one of those bullets may be enough to convince someone to buy your product. And let's not forget that there will be a lot of people who simply scroll through your site, merely scanning it for a point of interest which relates specifically to them.

I'm sure by now you are at least a little curious to know how I effectively got rid of my penile papules without undergoing a costly cosmetic laser procedure and how you can do the same. So let me explain exactly what I am offering you.

Just a few of the amazing things I discovered and reveal:

- What PPP really is & who develops it (Plus why this is important)
- Why most PPP removal methods fail but could work
- An easy to follow detailed PPP removal protocol (what to use and when to do it); I used this!
- A simple method which reduces the size of papules to an indistinguishable size (almost impossible to see)
- Why this simple & cheap protocol is so effective while others fail!
- Pearly penile papules removal methods you should avoid at all costs
- Perhaps one of the most important aspects: you can do the whole thing in secret (often in days; usually weeks)
- The chance to avoid the usual embarrassment which comes with having penile papules
- And lots more

Testimonials

Testimonials are basically social proof. Proof that your product actually delivers what it promises. Unfortunately when you launch your niche site you probably won't have any customer feedback. I'm sure you have seen brand new sites with testimonials which look a little dubious. That's because a lot (not all) are actually fake. I recommend that you do not use fake testimonials, if you get caught (FTC) you will end up in a lot of sh*t.

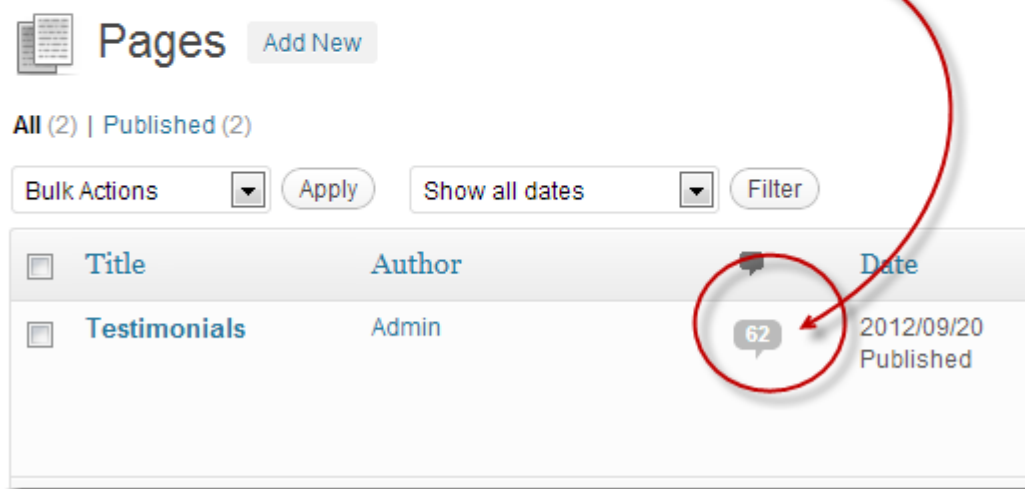
So how do you get customers to actually provide you with genuine testimonials? Here are some of the methods I have used:

Give your product away (initially or periodically) on the understanding that anyone who receives a free copy provide some feedback.

Launch your product with two prices; one normal and the other with a small price tag; anyone purchasing at the lower price agrees to do so on the understanding that they supply feedback.

Embedded link: I recently started adding a link to my EBooks (right at the end) which links back to a testimonial page on my site-blog. This works really well if your product actually delivers what it promises.

Here's a screen shot taken from the admin panel for one of my site-blogs. This particular product is very well received and provides a real solution. At the time of writing there are currently 62 comments approved, most of which are testimonials.



These are real customers leaving real feedback, I can simply and legally lift any of these comments or just parts of them and use on my sales page, plus I can always prove that they are real.

Good & Bad Testimonials

Regardless of how good your product is there will be some people who just don't like it, or perhaps it doesn't work for them, that is just the way things are.

But; believe it or not sometimes a negative comment can actually increase your sales. I actually picked this tip up from an offline mail order marketer.

Here are a couple of negative comments which actually boost my sales. Even though my product didn't help these particular customers I gave them a refund straight away and they thanked me for being true to my word (I promise to honour refunds).



Now, when a potential customer views my testimonials (most do) they will see that I really do honour my refund guarantee.

They may be sceptical, they might not really be convinced that my product will actually help them or be what they are looking for.

But now they are at least satisfied that if they buy my product and it doesn't work they can always get their money back.

This little technique alone is a real convincer & has possibly added 20% plus to my overall sales total for this product.

Reality check

Remember, nothing works 100% or is suitable for everyone. A mixture of positive and negative testimonials (95% + positive) is a reflection of reality and will often be the deciding factor for a potential customer.

Let's be honest; all of those fake testimonials have really watered down the power of this kind of social proof. Very few people actually believe that the testimonials on a sales page are real because they are always positive.

But add the occasional negative and everything instantly seems genuine. Just make sure that any negative can also be perceived as a positive like the comments in the screen shot above.

You're Guarantee

Another essential part of your sales page is a guarantee.

Although a lot of people will be sceptical about whether you will actually honour your guarantee you should still definitely add one to your sales page. You will lose potential sales if you don't.

Here's a screen shot of my Guarantee, as you can see it is prominent and I am using graphics to draw attention again.

Is This PPP Removal Method Guaranteed to Work?

Will my PPP removal method definitely work for you? I think we all know that nothing is infallible. What works remarkably well for one may be less successful for others... that is the nature of any treatment or remedy, even medically accepted and prescribed medication is far from 100% successful.

My method details a complete PPP removal (regression) method based on my own findings and experience.

Is it for you?: My protocol will only be useful for those seeking a natural alternative to CO2 vaporisation (laser). This is after all a natural PPP removal procedure.

If you are unable to fund CO2 vaporisation or prefer to use a PPP removal method in the privacy of your own home my method is accompanied by a full 60 day money back guarantee. You essentially get eight weeks to put my method to the test which really is more than enough time to regress even the most severe case of penile papules.



PPPREMOVAL

Guarantee

Natural PPP Removal is an alternative method of regressing (shrinking) pearly penile papules at home. We are so confident that the detailed protocol will help regress PPP to an indistinguishable level, that we offer you this 100% money back guarantee.

Take 8 weeks to try it
Risk free



We always honour
refund requests

Order Button

The last part of your sales page should be your order button. You may want to add more than one button; I suggest you take a look at my sales page for an idea of order button positions. [Click here to view my PPP site](#)

The screen shot below shows my end of page order button. It's another graphic, which I'm sure you know I am keen on by now.

This particular order button graphic is a bit elaborate (you don't need to have anything like this; a simple order button will suffice), just make them prominent.

You really don't want potential customers having to search for your order button, make it easy for them.

Stop Worrying – Stop Picking – Get a Real Solution That Works Now
 See below for current discount price and instant access [No one ever needs to know!](#)

Start using 'Natural PPP Removal' today. Forget about the uninterested & insensitive Doctors; avoid the embarrassment & ridicule that often accompanies penile papules. Stop worrying and start shrinking those ugly little papules right now... Do it from the privacy of your own home; In Secret!

Start Today!

Order Now

[Click here to order pearly penile papules removal](#)





Natural and Effective
PPP REMOVAL™
Pearly Penile Papules Removal

A proven Pearly Penile Papules removal system that works on any skin type

Get rid of penile papules in the privacy of your own home
See Genuine & Permanent Results Within Weeks:

The next 100 copies are now available with a discount, which means if you order now you pay \$7 instead of \$37

Order Today
Instant Access

ADD TO CART

PayPal VISA MasterCard AMEX

No one ever needs to know!

Our GUARANTEE
Try It For 60 Days Risk Free

Natural PPP Removal is an alternative method of regressing (shrinking) pearly penile papules at home. We are so confident that the detailed protocol will help regress PPP to an indistinguishable level, that we offer you this 100% money back guarantee.

60 Day 100% Money-Back

Sales Copy - Conclusion

I've tried to explain how I build my sales copy for each of my niche products. I'm no copywriter, not by a mile. But my sales pages almost always convert reasonably well. It is actually a lot easier to write copy for a niche site rather than for IM or MMO products.

This really is the method which I have used for quite a while and it does produce some amazing results.

But it does still take a little bit of time to perfect which I think is time well spent. However there is another far easier way of getting killer sales copy for your niche websites without any initial cost.

Sales copy cheat sheet alternative.

The following method is not one which I have personally used, but I do know those that have had success with it. JV, that's JV for joint venture. It is possible to joint venture with up and coming copywriters.

Instead of paying through the nose for an established copywriter why not team up with a little known copywriter and share the profits from net sales.

The copywriter gets a percentage of all net profits instead of any up-front payment. I can't elaborate too much on this method as it is something I have not personally tried. A great place to find copywriters who might be interested in such a proposal is Warrior Forum (Warriors for Hire)

Video Sales Pages

The same principles apply, however instead of text and graphics use powerpoint and voice over. Alternatively outsource this aspect.

Important Note: I have said it before; but at no point should you simply take someone else's sales copy and use it as your own. What I have described in this lesson is a method for using existing sales copy as a seed. This method allows those of us who are not natural.

If you liked this publication you may also find our other products interesting... Take a look here: [IKKONIK HUB – CLICK HERE](#)