

Make Many Products From Every Presentation

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7 common pitfalls speakers make in marketing their products

Pitfall #1: No Leverage

Solution: Work Less, Make MORE \$\$\$\$

Pitfall #2: Limited Distribution

Solution: Go global

Pitfall #3: Abundant Information “same old, same old”

Solution: Set yourself apart

Pitfall #4: No following

Solution: Build your mailing list

- Offer something for free - report, e-course, e-book, checklist, action plan, video course, e-zine
- Drive traffic to website - articles, twitter, podcasts, teleseminars, audience members, blog, bonuses in book campaigns
- JV Partners - other internet marketers who have good lists

Pitfall #5: Don't train people to buy from you

Solution: Don't give away the store for free

Pitfall #6: Under price product

Solution: Packaging is everything - www.polylinecorp.com, bundle products

Pitfall #7: Poor marketing implementation

- Can't sell
- Poor marketing copy
- Wrong audience
- Bad list

Solution: Engage, leave hungry, create urgency

Secret Formula To Making Money From Products In Advance

Old Way: Produce → Promote

Best Way: Promote → Produce - GET PAID TO CREATE (\$100,000 in five days with zero marketing costs)

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Tools required for product marketing

- Adobe acrobat
- Online recording - audio acrobat, <http://dbermont.audioacrobat.com>
- Audio editing software - audacity (free), soundforge, wavepad
- Bridge line - freeconference.com, confreecall.com, eagle teleconference services (paid)
- Website
- Landing page
- Name capture + database + autoresponder system (1shoppingcart.com, aweber.com, i-contact.com)
- Shoppingcart (1shoppingcart.com, practicepaysolutions.com, fullpartner.com)
- Transcription service

Foundation For product creation

Speech + Book + E-book

Alternative: Speech + transcription (speech, teleseminar, class) = e-book = print book

My business model - ZERO marketing costs

Revenue stream #1: 10 week Teleseminar series

Revenue stream #2: Beta group

Revenue stream #3: live event - 3 day intensive

Revenue stream #4: back of room sales at live event

Revenue stream #5: audio from live event to 3 day attendees only (physical product)

Revenue stream #6: registration for public event during evening (my program)

Revenue stream #7: audio sales from public event (my program)

Revenue stream #8: registration for public event during evening (other speaker)

Revenue stream #9: audio sales from public event (other speaker)

Revenue stream #10: product sales (other speaker)

Revenue stream #11: six month monthly mentor program

Revenue stream #12: self study audio program with workbook (physical product)

Four Additional EASY Revenue Streams:

- Weekly autoresponder subscriptions series (e-mail or video from material from speech, book, class)
- Interview series (interview other experts on one topic)
- Check lists (put your expertise into a checklist or system)
- Turn book into bite size tip guides

FREE OFFER:

Download a FREE copy of the e-book "Seven 60-Second Simple Strategies That Show You How To Attract Clients Who Love You, Pay You Big Bucks And Are Loyal To You Forever!"

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