

Write it Once, Leverage it Many Times: Creating an E-Published Product Line from a Single E-booklet Manuscript

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Introduction

More products can be bought by downloading them directly to your computer than ever before. You may be overwhelmed and hesitant to begin the process of developing electronically published products. So many choices, so many ideas, so little time, so much confusion. Here are a few considerations:

- Where to start
- What technology to use
- The best finished product size
- A range of formats to create
- The right audience to target.
- How much information to tell

All of that can take up a lot of space in your thoughts and schedule before you even get to the all-important point of choosing a topic, a decision that usually needs to come first. You might have several topics that are related to each other that can either be combined or, instead, scream out to be individual products or product lines. This is the moment to ask yourself what your intention is for developing electronically published products. Is it to begin or expand a product line, to be a value-added way of providing bonuses to your customers, or some other motivating force?

This Special Report focuses on leveraging a single manuscript so you can make money with each and every format, as well as helping you to present an entire product line so each product contributes to your bottom line. Since getting started can often be one of the most challenging parts of a project, let's make this as easy as possible and look at the best topic or topics for you.

A. Tips for selecting one or more topics

Think about what excites you. What gets your juices going? What questions are people forever asking you? It may have to do with a business you already have, or a set of experiences in your life, a topic you've wanted to explore, or a cause that's important to you. There may be several major parts to the topic, or it could be a single, narrowly defined subject. People often have difficulty in distilling down multiple related topics

into a single starting place. A great way to address that is by creating one booklet that has sample tips from each major area of your topic. A booklet on organizing your business life has one section dealing with filing systems, another on time management, one on storage, yet another on sorting, and more. Yes, a separate booklet could be written on each of those individual topics. However, as a starting place, one booklet can include a dozen or more tips on each of ten or twelve categories. At least you found a starting place for your topic selection. You can modify your decisions as you travel your path of electronic product publishing. Start with one and see where you go from there.

B. Size and style for the basic e-booklet manuscript

Aim for the 3,000-5,000-word range for your basic tips booklet manuscript. That's an ideal length to give your reader a good introduction to your topic, with solid information, and leave them wanting more. The 'more' is the other products you'll be creating in larger and different formats than the initial tips booklet.

Use a writing style that includes one sentence directing the reader to do something specific. Follow that with one or two sentences explaining 'why' or 'how' to do what the first sentence told them to do. You will successfully capture the interest and attention of the reader by presenting a plain, simple writing style. Keep in mind that you know your content material much better than many of the people reading what you wrote. They usually need some time to grasp and absorb what you are sharing with them. That is why the plain, simple, directive writing style is a very effective introductory way to present your information. Save a more narrative writing style for a different product format that will be discussed later in this report.

When you reach the 3,000-5,000-word length, it is time to format the manuscript. You can leave it as a simple Microsoft Word document saved as a PDF file, or you can do more or less elaborate graphic design work to make the visual presentation a little more interesting. It is not particularly necessary that you have it designed. Many electronic publications have sold without those embellishments. The reverse of that is also quite true. There are more elaborate ebook compilers on the market today that allow you to drop your text right into the ebook software's template. Either way you go on this will still allow you to sell plenty of copies of your e-booklet. With no additional design beyond a simple Word document that was saved as a PDF, some people have sold thousands of copies of their e-booklet. Use a simple font like Times New Roman for ease of reading. 12-point type size is also a good choice. This ebooklet file becomes the first product in your e-published product line, and the basis for what follows. You can find a review of ebook compilers at http://www.ebooksnbytes.com/compiler_review.shtml A good product to transform your files into PDF format the 5-Minute PDF Creator. You can find it at <http://tinyurl.com/3227b>

C. Slicing and dicing the tips

One of several products readily available from your e-booklet manuscript is a fee-based tips service, delivering one or more tips on a pre-determined basis (daily, weekly, bi-weekly, monthly). This is an excellent opportunity for your audience to get a taste of your material in bite-sized pieces, and for you to be in front of your customer base on a regular basis without writing any additional material. The tips are set up on an autoresponder system so they are distributed without your having to do anything, at whatever frequency you decide. The entire customer purchase and delivery systems are automatic once the customer has activated the sale by entering their credit card details and their email address. Like everything else, there is now a wide range of autoresponder services available. Many of them can be tested for free before paying for them. The different services also come with a variety of capabilities that allow you to track numerous activities. One of the more popular autoresponder services at the time of this writing is <http://www.aweber.com>

Another way to use this tips service is as a value-added item, to be received free when your customer purchases something else from your product or service menu. Since you have no cost of goods for electronically delivered products, you may find that a tips service will better serve your business needs by positioning it free rather than selling it. You are the best one to make that determination. Whichever way you go, the delivery of individual tips is an addition to your product line.

D. Medium-size e-booklet expansion

It can be a temptation for some people to write in a more narrative style when writing a tips booklet. You can, however, do that quite readily and more acceptably in the medium-size e-booklet expansion of your tips e-booklet manuscript. In fact, what you are reading in this Special Report is a perfect example of the medium-size e-booklet expansion. There is no particular standard for the size and writing style of a Special Report. Some writers like to make them 6-8 pages like these are, in a narrative writing style that expands 6-8 sub-headings. There may or may not be some bulleted lists within the Special Report. You might find some additional resources included like vendors' contact information, web site addresses, related associations, or other more in-depth research on whatever the topic is of the Special Report.

The pricing is also not standardized. Single copies of a Special Report can range from \$7 USD to \$97 USD or more, depending on the proprietary nature of the content and the self-confidence and ego of the author. Frequently a Special Report is offered as a mid-point and mid-price between the less expensive tips booklet and other more expanded versions of the product line. It is important to gradually build the amount of information revealed in each product so a customer feels they are getting new information and minimal overlap with each new product they purchase from you.

A Special Report is also an ideal format for delivering updated information to your audience rather than completely revise another product that is still useful even if it doesn't have the most current information in it. Those decisions are up to you to make.

E. Super-size booklet expansion

While you were crafting the Special Report, you might have found yourself thinking about developing something that would be interactive for your reader. It could be a manual or workbook, especially if you are a life coach, business coach, consultant, speaker, or trainer. You have done several sales to your customer, starting with the e-booklet, then the tips service, and on to a Special Report. You notice those same customers are coming back for more. One possibility could be one manual that might be anywhere from dozens to hundreds of pages long, or several shorter manuals.

The outline for the manual is probably an expansion of the Special Report. The manual can add more chapters, include a lot of exercises, and have a longer list of resources for the reader.

The formatting and delivery of the manual is much like a Special Report. You can save a basic Microsoft Word document into a PDF file, with or without graphic design, and sell the product as a downloadable PDF. It is becoming an increasingly popular format for electronic publishing. Ebooks have reached the world of traditional publishers as well as self-publishers. A reminder of a good resource for transforming your files into PDF format the 5-Minute PDF Creator, found at <http://tinyurl.com/3227b>,

F. Super-size expansion – variation 2

While you are expanding the Special Report into an electronically delivered manual, you may notice some likely divisions into chapters. Those chapters can be offered as an Email course that is sent to people by autoresponder. You can use the services of <http://www.aweber.com> for this application, too.

Email courses are a hybrid of the automated tips service mentioned earlier, and the manual described in the previous section. The email course can be a spin-off from either of those formats as you continue developing your electronically delivered product line. These courses are delivered by autoresponder at whatever frequency you decide makes sense for you. Five consecutive days may be the way to go, or one lesson a week for 4 weeks can make more sense for you. It depends on your goal and how you think your customers are likely to respond to what you are sending them. Test your results and notice the feedback you are getting from your clients and prospective clients. They will usually let you know if you are sending too often and too much material.

G. More than print

Audio products are also something to consider when looking at ways to create an electronically delivered product line. Record your tips into one of several audio file formats. Or record a teleclass you've delivered by phone. Make that audio file something to be downloaded for free or for a fee, just like everything else you have developed. A good source for supplies and equipment to create audio products to sell as downloadable products right from your site is at <http://tinyurl.com/24spu>. Deliver teleclasses by phone through the services of <http://www.telephonebridgeservices.com>. They also provide easy-to-use fee-based recording services for their teleclasses. As more people have high-speed Internet connections, there is less concern about the size of the audio files that tend to be large files. The same is true for a video file that you recorded based on your original booklet manuscript. Dealing with high-speed Internet connections allows you to effectively deliver an expanded video version of your booklet manuscript as yet another electronically delivered product for sale.

H. Customization

Think about the industries that are most likely to benefit from the subject matter you have. And think about which industries you find easiest to approach. Modify your tips by industry (i.e. Organizing tips for a doctor's office or a law firm or a classroom or a bank, etc.) to include some related concepts and phrases likely to be found within those environments.

Just because you have a depth of knowledge that is useful to a particular industry, it doesn't mean you especially want to do business with those people. Or you may find that your own background gives you a distinct advantage in approaching them because of your credibility and your ease in navigating the bureaucracy and nuances of a particular industry or profession. It's up to you to decide which way you want to proceed on that. There have been authors who were educators or attorneys or health practitioners all their professional life. Although they know a lot in those fields, some people wanted nothing more to do with that group. Others decided to come back around to their industry, through a different door than they were before. They may have been a service provider before, and now return as a vendor. Not only are you leveraging a single manuscript, you're leveraging your overall life experiences.

I. Pricing

You will find pricing to be an ongoing issue as long as you are in business, especially at this time when it comes to conversations about electronically delivered products. No standard has yet been established, either as a base rate for a given product or when combining two or more products in some form of product bundling or when selling multiple copies of the same product through a single outside distribution channel than your own company. And just when you think you've got it managed, some variable

appears and causes you to re-think your entire pricing structure and strategy. The easiest suggestion to offer you is to select one product as your starting point in pricing, and work the other products based on that. You may want to price the original tips booklet manuscript somewhere in the range of \$4.00 - \$6.00 USD for a single copy, and a range of \$7.00 - \$9.00 USD for a single copy of a Special Report. That said, some authors price Special Reports (like the one you are currently reading) anywhere from \$27.00 - \$97.00 USD, depending on how specialized the content is, the ego or self-confidence of the author, and how much their market will bear. In some industries, credibility would be diminished if a product were sold too inexpensively, regardless of its size.

These prices also do not address the concept of licensing very specific uses of your electronic products for large-quantity consumption by an organization. Typical pricing schedules and discounts in the traditional print, audio, and video publishing world really don't apply here since you basically have no cost of goods. That does not mean, however, that you'll want to ignore these other sales opportunities for your electronically delivered products. It just means it will take a bit more thought and conversation with your customer to arrive at pricing and circumstances that will work for you and your client. It may be easier to do a one-time flat rate for a maximum of a specific number of copies of a product. Another way to calculate the total price is per usage, with an indicator like an email to you to show you and your bulk purchase customer each time the product has been downloaded. Although this may sound like a more complex deal for you at the outset, it will also be a higher level of earnings for you. And each file that is downloaded is also serving to market your other products when your website address is included in each and every product. You can also generate additional revenue from each electronically published product when you include in your epublications any affiliate links you have to other people's products that are appropriate to suggest.

Do some online searches to see what other people are charging and decide where you want to come in on the price range: low, mid-price, or high. You can always offer one product at a certain price, and add another in as a bonus at a reduced price or for free. Once you have chosen some initial prices, be willing to test those prices in different environments to see what sells best. You may be surprised to see more sales at a higher price than when you had a lower price on it. Or you may find that a higher price is more than your market is willing to spend, so you will do better to make your money on larger volume of lower priced products. Your audience will definitely vote with their wallet in no uncertain terms.

J. Where to Sell

Your electronically published products can be sold from any website equipped to accept credit card payment and automatically distribute your product once the credit card has been processed. Many shopping carts very effectively provide a scope of services you need. In some cases they provide more features to streamline your life and make you more money more easily. One excellent shopping cart is at <http://tinyurl.com/2z5kc> This shopping cart not only processes your sales. It has a huge range of other services,

including all the autoresponders you could want, and tracking of any and all activities at your site. You or your webmaster can easily set this up on your own primary website, or on your own individual one-product, one page websites.

Third-party payment processors such as <http://www.PayPal.com> can also accommodate your processing requirements on your own sites. Additionally you can place one or more of your downloadable products on sites that specialize in selling such products. In some cases there is an upload fee to list your product on their site, and other places there is none. Each site owner has his or her own arrangements for splitting the profit of the sale with the owner of the product. Be sure to enter into only non-exclusive deals when selling your products on other people's sites. That provides you complete flexibility to sell your products anywhere you want. We have such a mechanism in place to sell other your ebooklets at <http://tinyurl.com/2vcue>

K. Summary

This report is intended to get you started rather than to be an exhaustive treatment of the topic. Keep in mind that everyone has his or her own primary learning style and is initially drawn to a particular format of seeing, hearing, or physically interacting in some way. And everyone has their own budget of time, money, and perception of value when it comes to information products. Some people want a tiny taste of something to get a sense of it before they make a larger purchase. Others jump right in, buying all that you have on a particular topic. To them, more expensive equals better quality. You will do your business and your clients the greatest service by creating a range of products, delivered in various formats, at a variety of prices. Your customer will have the choice of 'Which product(s) do I want first?' rather than 'Do I want to buy something or not?' Reinforcing your content in different formats and in greater depth also helps the client internalize more of your information. Think of how many times most of us need to be exposed to a concept before it feels comfortably installed in our knowledge base. You make life easier and more fulfilling for the person visiting your electronic products page on your website by offering varieties of content, style, and price, and you increase the life of the client in your own business. They will keep coming back for more, to see what they have yet to acquire on the same and related topics, and on completely new topics. Once that client views your site as a reliable source of good quality information, it will be you they come to time and again. Be ready to serve them.

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