



SpeakerNet News

P R E S E N T S

Anatomy of Creating Six-Figure Products

A teleseminar with Robert Middleton

Interviewed by Rebecca Morgan, CSP, CMC

Contents of this report:

- Synopsis of the teleseminar from the SpeakerNet News Web site, with an overview of the program contents and background information for Robert Middleton.
- Edited transcript of the teleseminar interview. The verbatim transcript has been edited to improve readability and to provide a list of additional resources.
- Robert Middleton's handout prepared for this program.

SpeakerNet News

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Anatomy of Creating Six-Figure Products with Robert Middleton

You know you should create products or expand your product line. But you have some hesitancy since you've spent chunks of time creating products in the past, but not had the sales you wanted. What is missing? Is it the content, title, benefits, price? Did you create something you thought people wanted but weren't willing to buy? How can you create a bestseller next time? What do you need to consider before beginning?



Since 1996 Robert Middleton has been selling information products online with great success. Every year he sells in excess of \$400K in manuals, toolkits and other marketing programs. And he does it without bombarding his subscribers with endless emails or over-hyping what he has to offer.

In this teleseminar Robert will share his secrets to developing and selling products online.

You will learn:

- how to determine the highest payoff products
- how to price the product for the most — and most profitable — sales
- the keys to writing online sales letters that actually work
- how to give the biggest bang for the buck with every product
- how to structure a guarantee to remove the risk of buying
- holding sales and other promotions that increase volume
- how to avoid the biggest mistakes people make when developing products
- how to produce high-selling products on a shoestring
- getting people to actually use your product (the law of consumption)

About Robert Middleton:

Robert Middleton has been working with small business owners and self-employed professionals since 1984. He is now known throughout the San Francisco Bay Area, United States and the world as “The Marketing Expert for Independent Professionals.”

Robert has been a persistent researcher of the most effective marketing strategies for professional service businesses and has developed systems and models for marketing that have helped thousands of professionals attract more clients.

In the course of his 20-year career, Robert has been a consultant, coach, speaker, writer, designer, workshop leader and Web developer. In 2002 Robert moved to a home in the Santa Cruz Mountain redwoods and turned his business completely virtual, leading his Marketing Action Groups while overlooking the San Lorenzo River. Robert publishes his weekly ezine, [More Clients](#), which goes out to over 30,000 subscribers in almost every country. He has sold his comprehensive marketing guide, [The InfoGuru Marketing Manual](#), to thousands of independent professionals worldwide.

www.actionplan.com

SpeakerNet News Teleseminar
“Anatomy of Creating Six-Figure Products”
with Robert Middleton
Interviewed by Rebecca Morgan, CSP, CMC

REBECCA: In case you are one of the few service professionals left on the planet who haven't heard of him, Robert Middleton is an über-marketer. He not only tells you how to attract more clients than you'll ever need, but he practices what he preaches. One of the things he preaches is to have quality products to help your clients. Being masterful at doing this, he generates over \$400,000 a year in product sales which, of course, is why we have asked him to share his concepts with us all today.

I'm thrilled you're here and I know that's why we've had such a great turnout because we know that you will give us practical and easily usable ideas that we can all try, to make as much money as you do every year on products.

ROBERT: Well, we shall see!

REBECCA: Robert, we want to start with the question of which products are best to focus on. I don't think that I'm alone in having spent months trying to create things, but having marginal sales. So, yes, you could say, “Rebecca, you suck at marketing.” But I think I'm developing the wrong products.

Share with us some ideas on what would be the best products for speakers, trainers, consultants, authors and coaches to create six-figure incomes.

ROBERT: This is the one that I gave the most thought to. I looked at the kind of products that I have sold and the ones that did the best and looked at the things that I was most attracted to. I want to give a caveat that this is my opinion and my

experience, but it's not necessarily going to work for you in your situation. But I'll give you the best of my experience.

Let's talk about first what I don't think sells as well. I think a lot of people put products and programs together like this. We do a bunch of teleclasses and have a bunch of ezines. So we organize those the best we can because we have material. Then we have a 100-page e-book or whatever it is. Then we sell that as a product or we put together a series of teleclasses, have those transcribed and put those into an e-book and that's a product.

I want you to think of information products, that really what you make money at is not selling information. What you make money at is selling solutions.

The problem with products that are a collection of ideas is that's basically what you have. Here's a collection of a whole bunch of great ideas, but there isn't a system. What people want are systems. Things that are turnkey. Things that take you step-by-step. Here's exactly how to produce this result.

My first product that did that was *InfoGuru Manual*. It was a complete how-to manual on attracting clients from A to Z. It had a lot of bonuses. It had audio programs and it had other bonuses, but even without those, I think it's turn-key how-to.

So here's my formula:

1. It's comprehensive. That is, it's not incomplete.
2. It's in-depth. Lots of detail.
3. It's how-to. Very, very important. It's critical to the kind of products that can generate six figures. That's what is in demand. Something that is turn-