

**SHORTCUT YOUR WAY TO PROFIT**

# **MICRO INFO PRODUCT IDEAS & TEMPLATES**

**JDD PUBLISHING**



# Introduction

In the first few months of 2020 I created two simple reports that sold 1000+ copies and did more than \$16,000 in sales. In January 2021 I sold another report that did over \$9,000 in sales. My 2022 report did over \$17,000 in sales.

What is stopping you from doing something similar?

The pandemic brought a rush of new people to online business.

They need help navigating these waters. Show them around with your own micro-reports.

Don't know what to share?

I'm giving you my own personal info-product ideas right now. Instead of using them myself, I want you to use them!

## **How to Use This Report:**

Browse through the ideas. When you find a topic that interests you, the first step is to start creating a simple digital report like the one you are reading right now.

Open the included template called template.odt – you can open it using the free OpenOffice Writer program [available here](#) (that's the program I use) or you can open it in Microsoft Word.

Then copy and paste in the section below, from the idea you want to create your micro-report about. Fill in each section with some quick research from the web, and save it as a PDF!

When you're done, implement the Buyers List Method which is detailed in my Buyer's List Method PDF! It's a full walk-through on how to build your own profit generating buyer's list.

# Before You Get Started: Report + Sales Letter = Profit

In addition to picking out an idea and creating a report, you're going to need a sales page. In my Buyer's List Method I show you how to make a sales page and what tools I use.

But I feel it is important to mention that these ideas you're about to see, work best when you use blind sales copy. Blind sales copy is sales copy that leaves out one important detail... the exact solution you will be teaching.

That's because it is usually **not** a good idea to tell visitors who land on your sales page *exactly* what your solution is in your sales copy. If you do, they will likely feel that they don't need to buy your product.

For example, if my product is a report on how to get a lot of free traffic by posting articles at Quora, I'm not going to mention Quora in my sales copy. If I do, many people will leave my sales page without buying my product. Bad for me, but also bad for them.

Here's why...

Some people feel that *not* revealing the exact solution in a sales letter (often called blind sales copy strategy) is deceitful, but you shouldn't look at it that way at all. After all, if I mention Quora in my sales letter, many people will simply leave my page, go to Quora, try to put together a plan to get traffic from them and almost always fail.

But if I can convince them to get my “solution” for a lot more free traffic, I can show them all the secret Quora methods most people never figure out, so they get much better results! Your blind copy actually did them a huge favor.

In fact, I bought a product from a blind sales copy last year. I didn't know from the blind sales letter, but it was exactly what I described above – an ebook on how to use Quora for more traffic!

Since buying it I have generated more than 18k clicks with the strategy. I guarantee you that would not have happened had I not purchased from that blind sales copy. In uncovered some genuine methods I never would have figured out on my own.

If you have absolutely no idea how to write blind sales copy, I suggest you study other successful blind sales pages. You'll find plenty of them on WarriorPlus by looking at the

top selling products.

Of course I'm not saying that you *have to* use blind sales copy, only that it works. You just have to know what your readers need and want, and you have to be able to express that in your copy and deliver that with your product.

If you prefer not to use blind copy, you can still sell a lot of reports on the topics you'll find in this PDF.

For example, a friend and colleague of mine sold 1000+ copies of a report on how to profit with Gumroad, a lesser known ecommerce platform. As you can see from the [sales copy here](#) it is far from blind sales copy yet quite effective.

OK, now that we have that out of the way, lets move onto my 30 ideas for great micro info-product reports. You'll find ideas in four separate sections...

- **Teaching/Learning Platforms**
- **eCommerce Platforms**
- **Smartphone Business Apps**
- **Online Marketing Strategies**

Again, simply browse through the ideas and when you find a topic that interests you, the first step is to start creating a simple digital report like the one you are reading right now.

You can do that by opening the template I've included in with this product. It is called template.odt. After opening it, simply copy and paste the section from the idea you want to create your micro-report about. Fill in each section with some quick research from the web, and save it as a PDF!

# Teaching/Learning Platform Info-Product Ideas

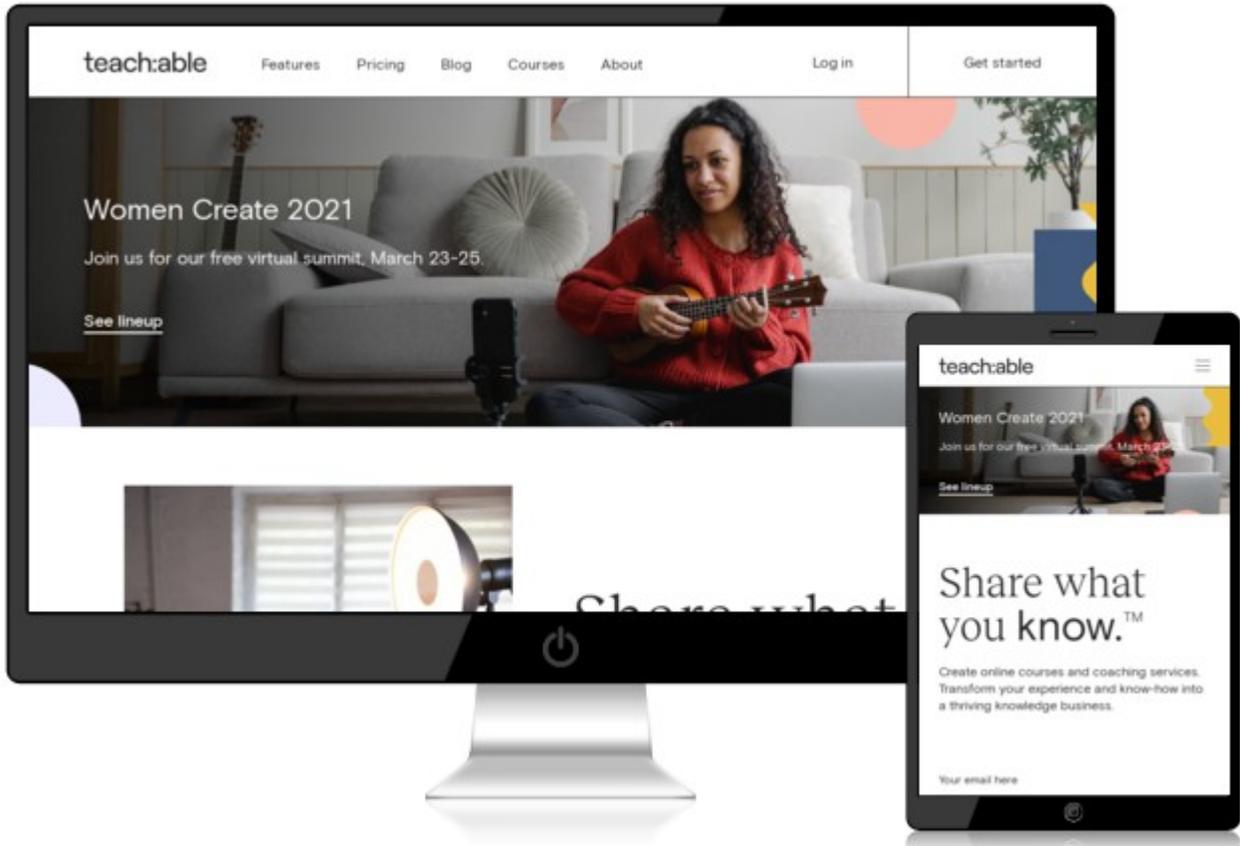
Teaching and learning platforms are a great way for marketers to make money selling information. There are many new platforms springing up and growing very rapidly.

When it comes to teaching and learning platforms online, almost everyone knows about Udemy. It is the web's top teaching/learning platform with literally thousands of courses available.

But my guess is that you've never heard about the up and coming platforms I'll share with you in this section. And neither have millions of others!

Each and every one of these platforms would make for a fantastic report that reveals a hidden gem where people can make money selling information.

# Teachable



Teachable is one of the fastest growing teaching/learning platforms on the web. They now boast more than 100,000 creators who've sold over \$1 billion in courses and coaching.

Teachable.com lets people easily create online courses and offer coaching services on any topic imaginable.

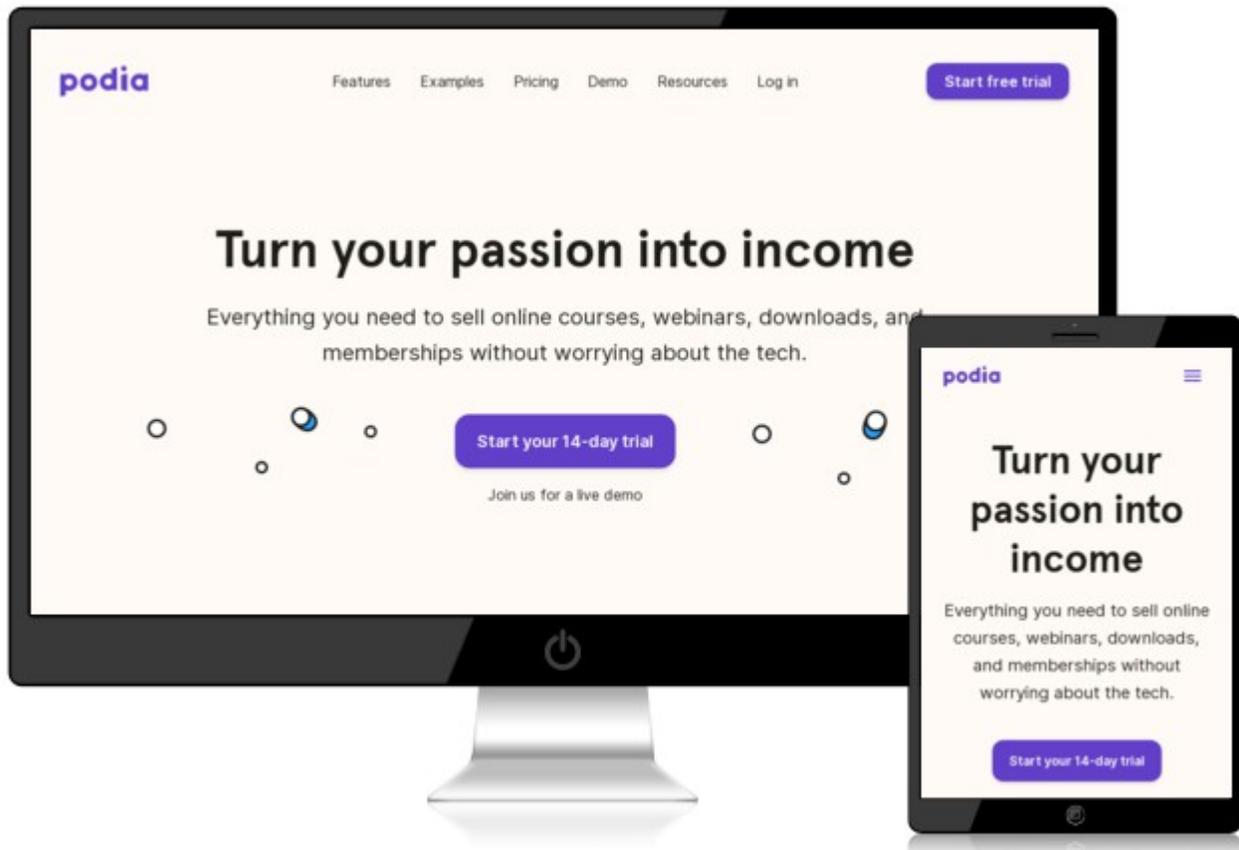
You can easily create an info-product that shows people why this platform is growing so rapidly, shows them all the best features they offer and helps them get setup to make money.

Some great topics for your info-product would include...

1. Setting up your Teachable account
2. Setting up Your "School"
3. Take the free Teachable training
4. Setting up your own domain

5. Setting up your landing page
6. Setting up your payment gateways
7. Selling courses and ebooks
8. Selling access to live workshops and webinars
9. Selling online coaching
10. Selling monthly memberships
11. Creating certificates of completion
12. Become a Teachable affiliate

# Podia



Podia is another up and coming teaching/learning platform you probably never heard of. Podia offers a variety of services tailored to various kinds of businesses.

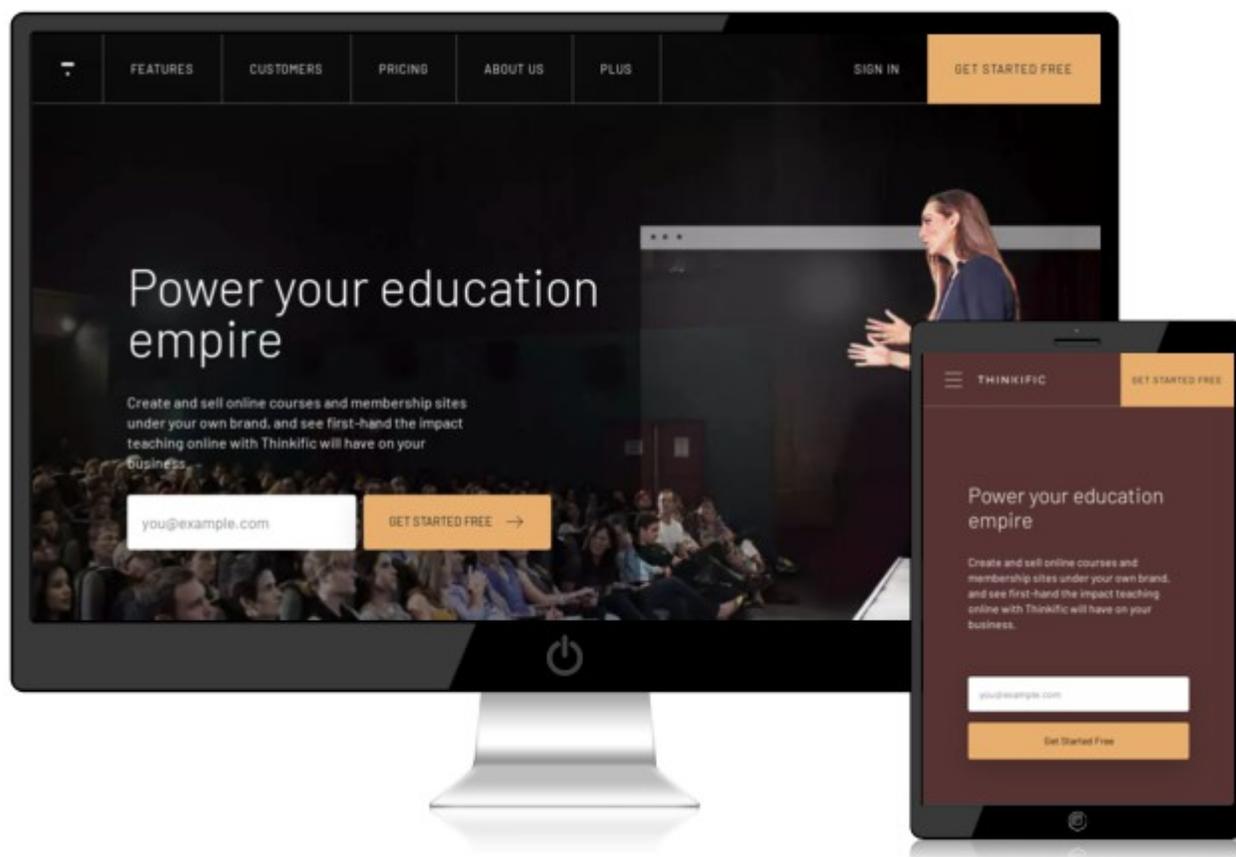
It offer everything marketers need to sell online courses, webinars, ebooks, and memberships, while minimizing the need for technical know-how.

You can easily create an info-product that shows people why Podia is growing so rapidly, reveals all the best features they offer and helps people get setup to make money. Some great topics for your info-product would include...

1. Getting started with Podia
2. Setting up your Podia website
3. Using Podia's content migration services
4. Customizing to match your brand
5. Adding new products

6. Creating product “bundles”
7. Creating memberships
8. Webinars on Podia
9. Podia's newsletter feature
10. Setting up sales pages
11. Payment plans for your customers
12. One-click upsells
13. Setting up coupons
14. Getting affiliates

# Thinkific



Here's a relatively unknown teaching/learning platform that is a fast rising star.

Thinkific enables entrepreneurs to create, market, sell, and deliver their own online courses. They've made it their mission to revolutionize the way people learn and earn online. They're doing that by giving them the tools they need to turn their expertise into a sustainable business.

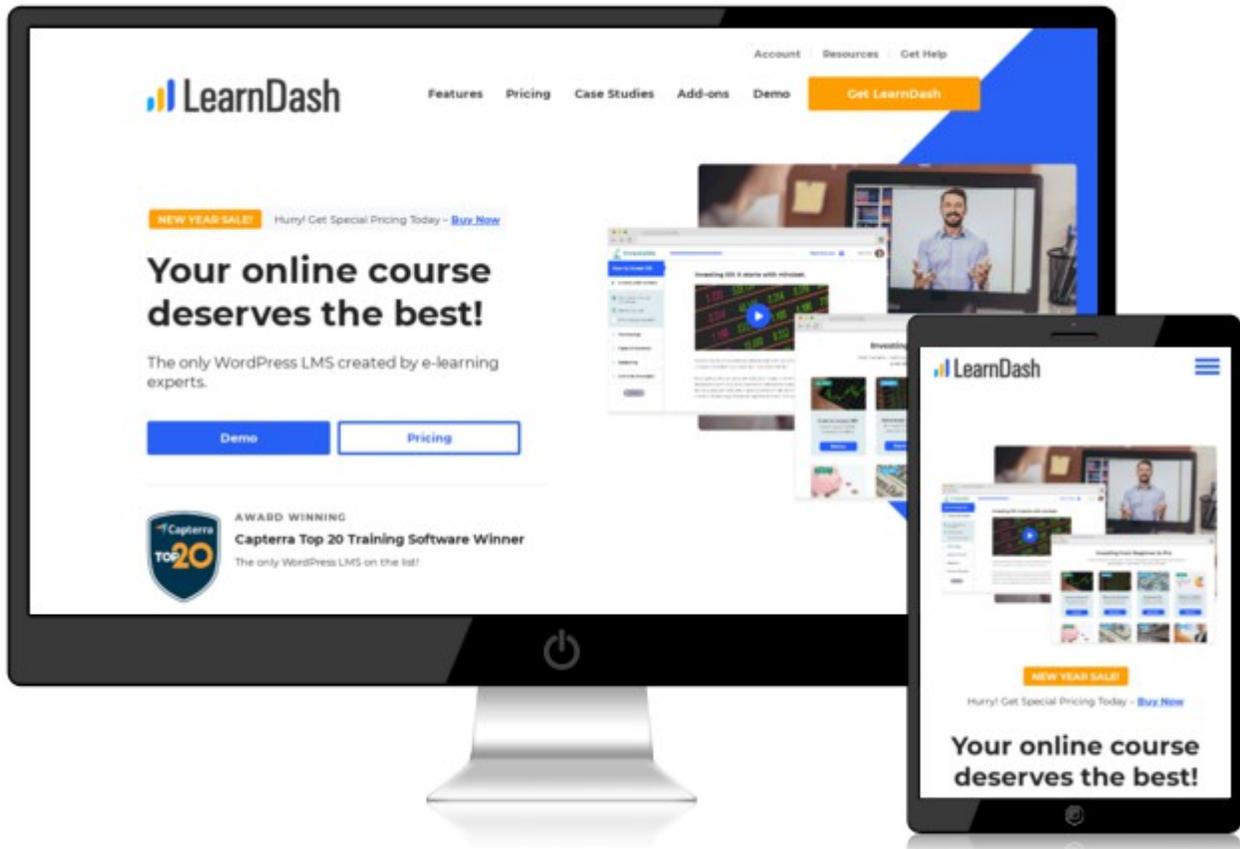
You can easily create an info-product that shows people why Thinkific is growing so rapidly, reveals all the best features they offer and helps people get setup to make money.

Some great topics for your info-product would include...

1. Why use Thinkific?
2. Signing up for Thinkific
3. Creating a course

4. Uploading content
5. Customizing your course
6. Build with the drag and drop builder
7. Using your own domain name
8. Setting up payment methods
9. Connecting your favorite email provider
10. Reward affiliates for sharing your courses
11. Integrating with external apps
12. Tracking progress and keeping students motivated

# LearnDash



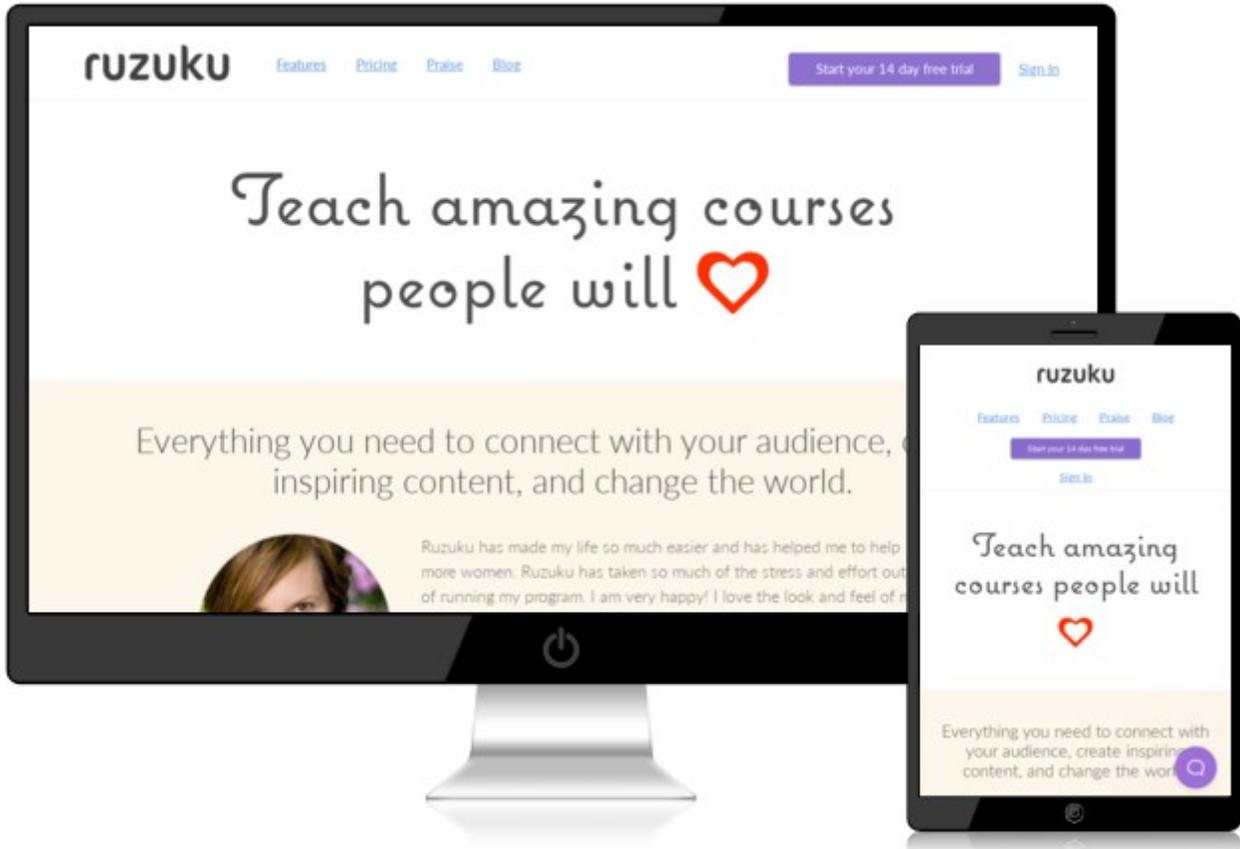
LearnDash is the only WordPress LMS (Learning Management Software) created by e-learning experts.

You can easily create an info-product that shows people why their platform is growing so rapidly, reveals all the best features they offer and helps people get setup to make money. The best topics to cover would include...

1. Why choose LearnDash?
2. Setting up your account
3. Connecting with your WordPress site
4. Using the drag and drop course builder
5. One-time purchases vs. subscriptions
6. Setting up memberships
7. Setting up your shopping cart
8. The course bundles option
9. Using the discussion forums

10. How badges and certificates work
11. Using leaderboards for motivation
12. External integrations

# Ruzuku



Ruzuku is another up and comer in the learning/teaching platform arena. They boast “everything you need to connect with your audience, create inspiring content, and change the world.”

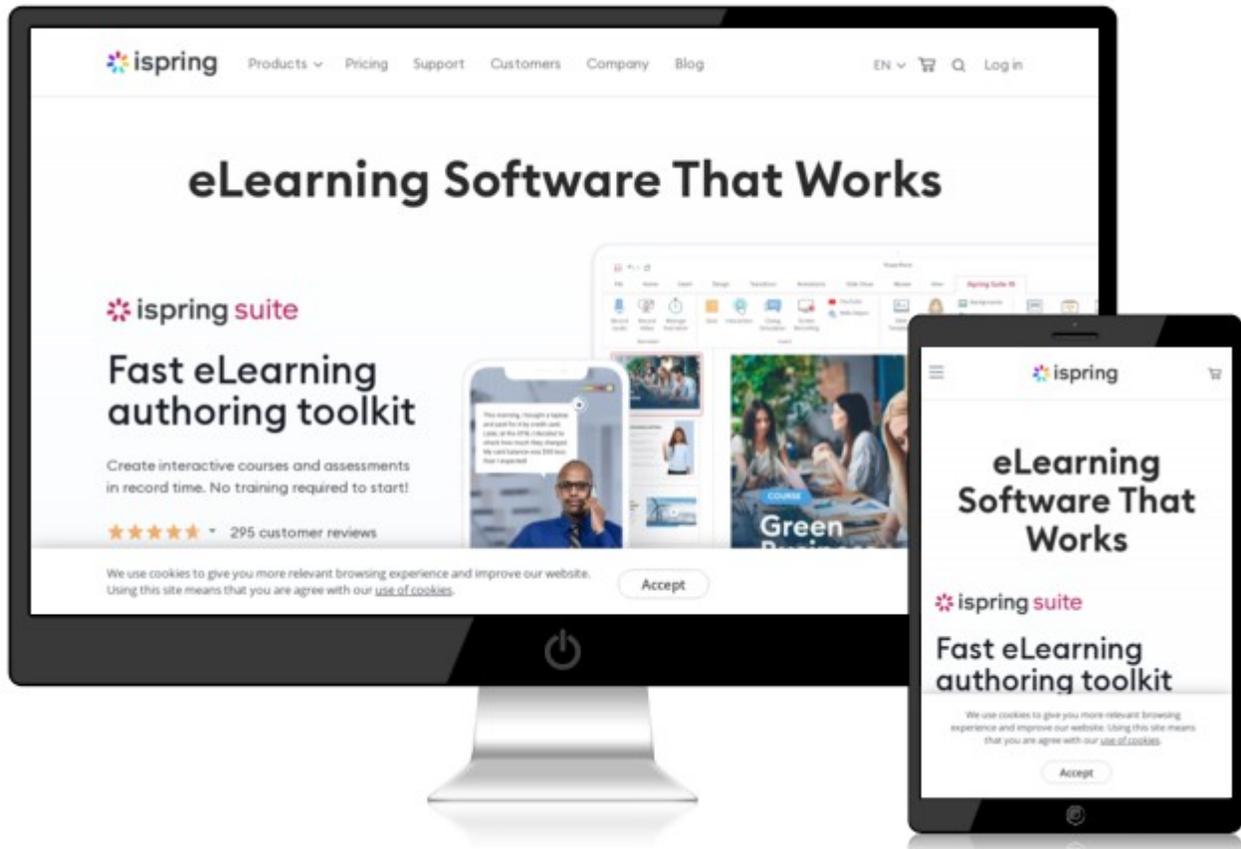
Ruzuku is ideal for anyone looking for an easy way to engage students and help them grow, and do it without breaking the bank.

You can easily create an info-product that shows people why their platform is growing so rapidly, reveals all the best features they offer and helps people get setup to make money. Such as...

1. Why Ruzuku?
2. Sign up and start your 2 week trial
3. Creating your courses
4. Setting up On Demand (Evergreen) courses with drip content
5. Hosting and streaming audio and video

6. Displaying PDFs, Word, PPT, and other files
7. Accepting payments through Stripe, PayPal or your own payment system
8. Integrating with Mailchimp
9. Performing daily backups
10. Sending email announcements course participants
11. Using the course health feature

# iSpring Market



iSpring Market allows its users to build, market, and sell courses online, without any coding or design skills.

iSpring also lets users easily create a marketplace, sell courses 24/7, and grow an online training business. Course creators get paid immediately, with no hidden fees.

You can easily create an info-product that shows people why iSpring Market is growing so rapidly, reveals all the best features they offer and helps people get setup to make money.

Some great topics for your info-product would include...

1. What makes iSpring Market different?
2. A personal marketplace that's yours
3. Creating an account
4. Setting up your course

5. Using ready-made blocks
6. Building interactive courses
7. Powerpoint based courses
8. Video course setup
9. Customizing the look and feel of your marketplace
10. Gamified learning works!
11. Certificates for your students
12. Tracking your results

# eCommerce Platform Report Ideas

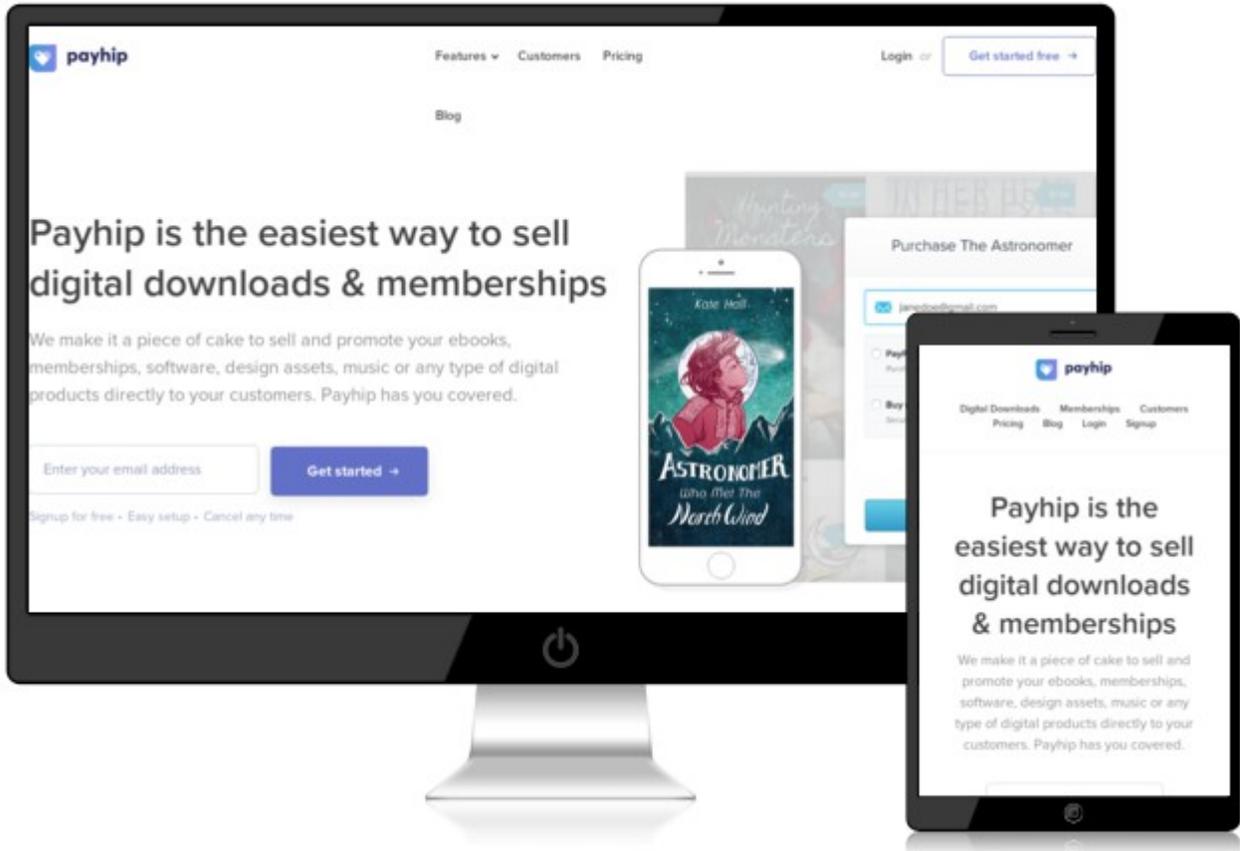
When it comes to ecommerce platforms, everyone knows about Shopify and most people know about Etsy.

But what most marketers do not realize is that there are many other platforms where they can get fast results.

You can easily put together a short report that reveals any one of these “under-the-radar” platforms as a way to make money on the Internet.

Check out these incredible ecommerce platforms and what your micro info-product can share with your readers...

# Payhip



Payhip is a one of the easiest ways to sell digital downloads & memberships online.

Trusted by over 130,000 sellers from across the world, their goal is to make it as simple as possible for the average person to sell digital assets. These include ebooks, memberships, software, design assets, music or any type of digital products sold directly to customers.

You can easily create an info-product that shows people why Payhip is a great place to make money, reveals all the best features they offer and helps them get started.

Some great topics for your info-product would include...

1. Why PayHip?
2. Getting started with Payhip
3. Upload your ebooks, software, videos
4. Getting paid instantly via PayPal or stripe

5. Using Payhip's affiliate system
6. Offering coupons
7. Payhip's unique pay-what-you-want pricing feature
8. Embedding checkout & shopping cart into your website
9. Fuel more sales with social discounts
10. Using email updates and mailing lists
11. Customize checkout to match your brand

# SendOwl



SendOwl is another under the radar ecommerce platform that more people should know about. That's where you come in!

SendOwl has everything that newbies and established businesses need to sell quickly, to scale efficiently, and to succeed with digital product sales. They offer fixed monthly pricing plans, that does not penalize you for success.

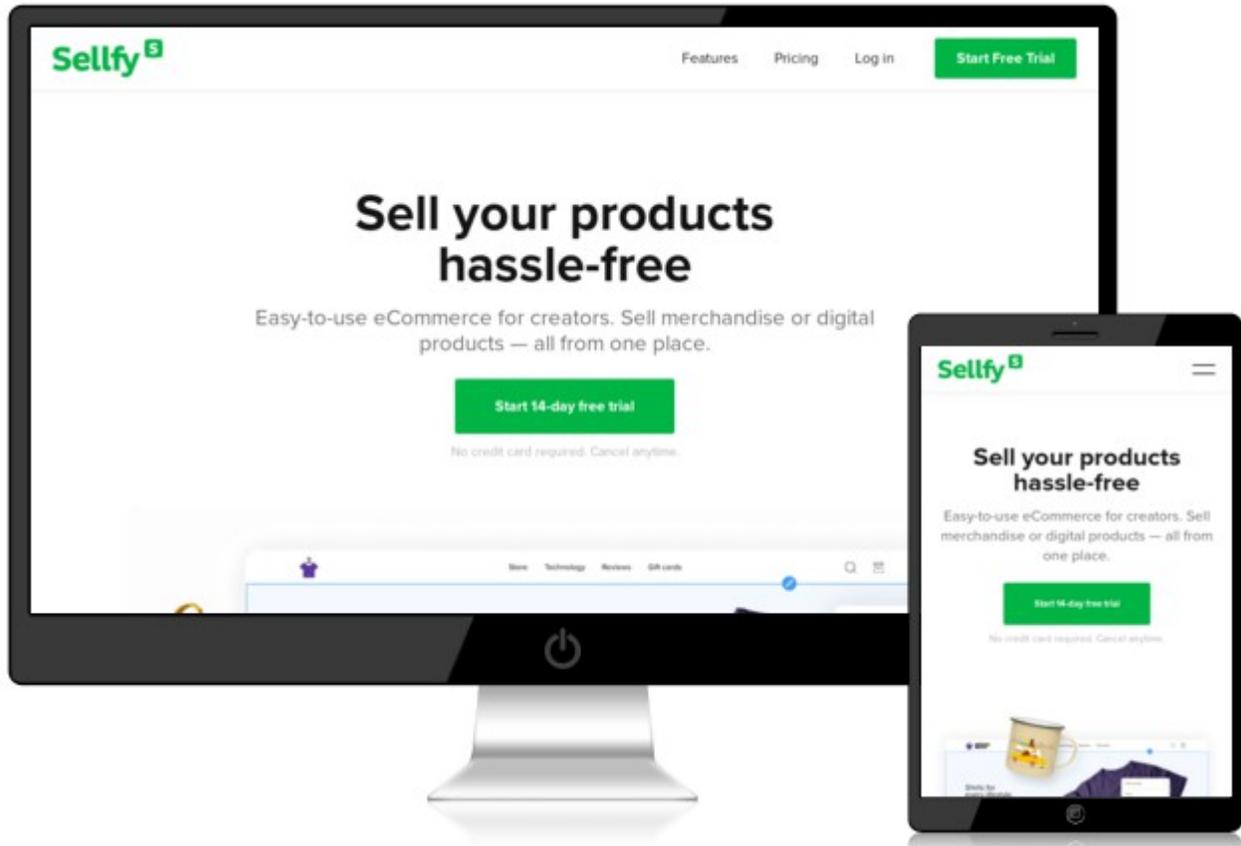
You can easily create an info-product that shows people why SendOwl is a great place to make money, reveals all the best features they offer and helps them get started.

Some great topics for your info-product would include...

1. Why SendOwl?
2. Getting started with SendOwl
3. Selling products
4. Selling memberships

5. Selling subscriptions
6. Enabling video streaming
7. Setting up your shopping cart
8. Drip functionality
9. Using onsite checkout
10. Offering discounts
11. Protecting your PDF's
12. Mailing lists with SendOwl
13. Recapture your cart abandons
14. Promote via affiliates!

# Sellfy



Sellfy is an easy-to-use eCommerce platform for product creators. At Sellfy you can sell merchandise or digital products — all from one place.

Boasting a rapidly growing community of 32,000 plus creators, Sellfy is ideal for creators and online businesses who hate complexity but want results.

You can easily create an info-product that shows people why Sellfy is a great place to make money, reveals all the best features they offer and helps them get started.

Some great topics for your info-product would include...

1. Why Sellfy?
2. Getting started with Sellfy
3. Selling digital products
4. Selling physical products
5. Selling subscriptions

6. Print on demand with Sellfy
7. Setting up your storefront
8. Integrating with PayPal and Stripe
9. Connecting a domain name
10. Email marketing
11. Using discount codes
12. Upselling in Sellfy
13. Embedding buy buttons on your website
14. Limiting your downloads

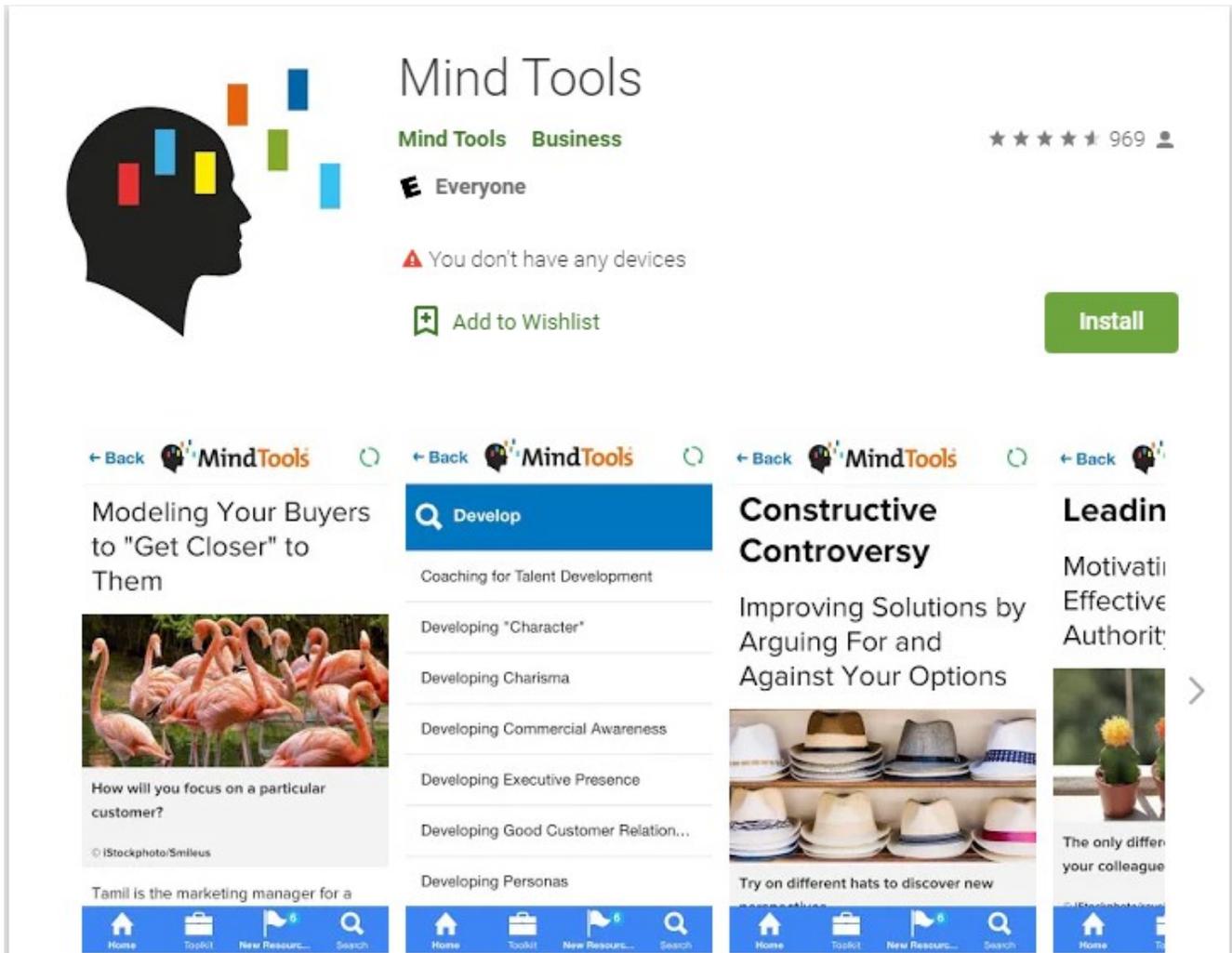
# Smartphone Business App Report Ideas

More and more small and home business owners are doing business from their smartphones these days. It allows them to work when they are mobile and get more done.

Why not help them by revealing a few top apps they probably have never heard of before. You can introduce them to the app and show them all the best ways to use it to help them grow their profits.

The following apps are growing their user bases rapidly due to their usefulness, so share them with your audience!

# MindTools



Available for both Apple IOS and Android devices, this app helps small businesses with 100+ management, business and personal productivity skills.

You can easily create an info-product that shows people why MindTools is such a great app that will help them make more money. Inside your ebook you can show your customers all the best features MindTools has to offer and help them get started taking advantage of it.

Some great topics for your info-product would include...

1. What is the MindTools app?
2. Why you need this app

3. How to use the app
4. The best articles to read daily
5. Why you need to focus on personal development
6. How MindTools helps you grow professionally
7. Implementing the secrets you learn

# Flyer Maker



## Flyers, Poster Maker, Graphic Design, Banner Maker

Apps You Love Business

★★★★★ 146,491

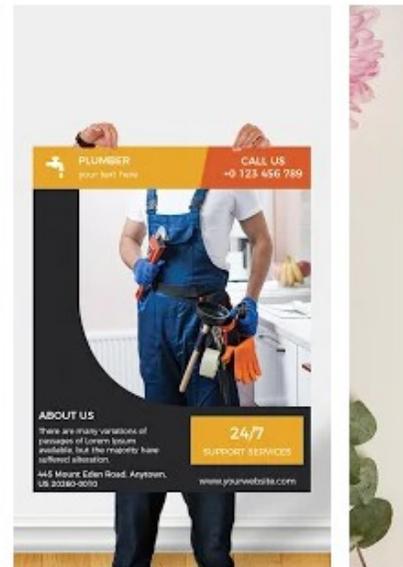
Everyone

Contains Ads · Offers in-app purchases

⚠️ You don't have any devices

+ Add to Wishlist

Install



Flyer Maker is a favorite app for many small and home businesses that are constantly on the go. It's a real secret weapon for many business large and small

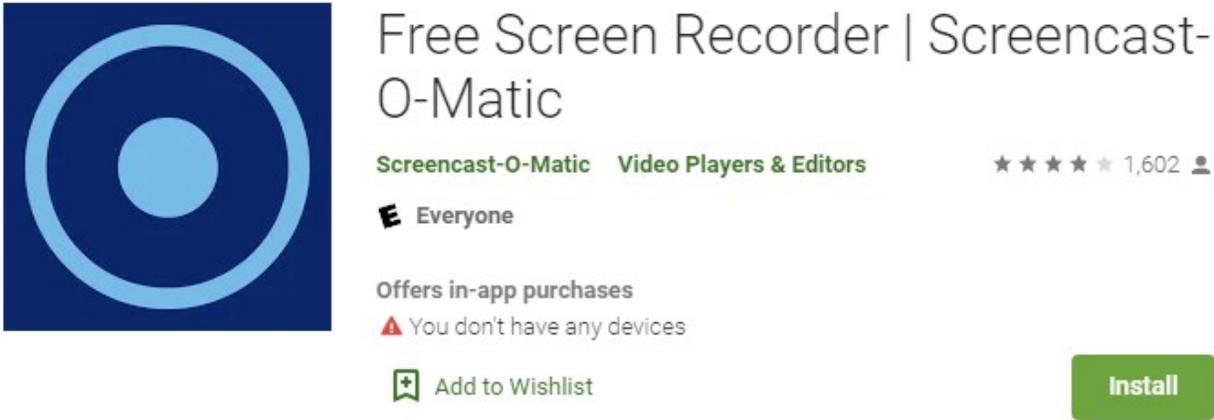
In the app you can easily create flyers, Posters, Graphic Designs, Banners and more using the 500+ free templates!

You could create an info-product that shows people why Flyer Maker is such a great app. Inside your ebook you can show your customers all the best features Flyer Maker has to offer and help them get started taking advantage of it.

Some great topics for your info-product would include...

1. Why use Flyer Maker
2. What you can create with Flyer Maker
3. Selecting flyer template and customizing
4. Using their backgrounds & stickers or adding your own
5. Using their fonts or adding your own option
6. Cropping images in various shapes
7. Using the included text art option
8. Working with multiple layers
9. Re-Editing your designs
10. Sharing your designs on Social Media

# ScreenCast-O-Matic



Free Screen Recorder | ScreenCast-O-Matic

ScreenCast-O-Matic Video Players & Editors

★★★★★ 1,602

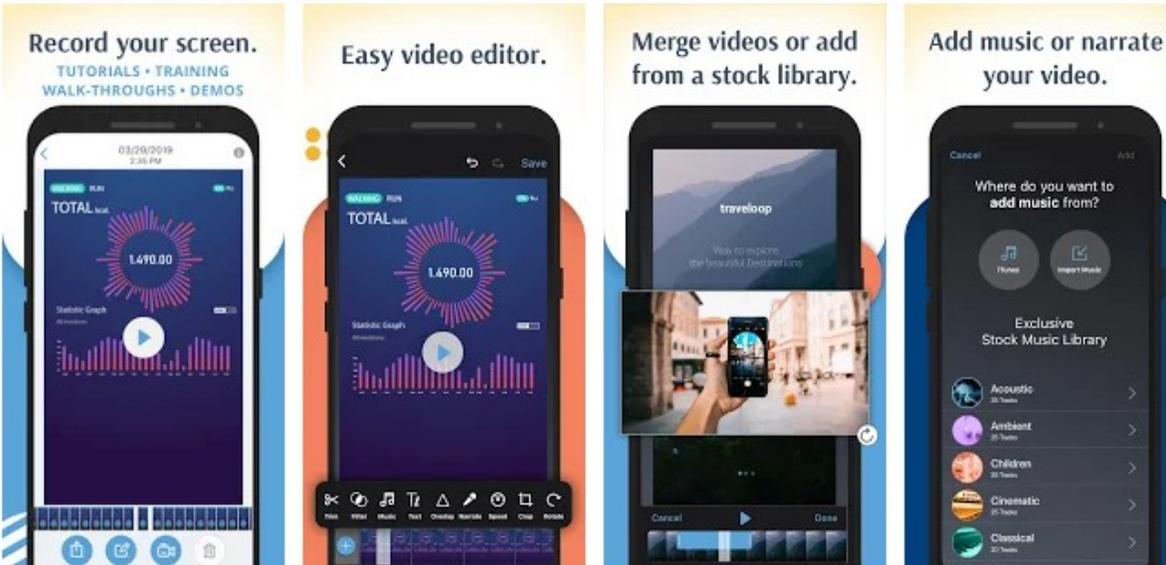
Everyone

Offers in-app purchases

⚠ You don't have any devices

Add to Wishlist

Install



Record your screen.  
TUTORIALS • TRAINING  
WALK-THROUGHS • DEMOS

Easy video editor.

Merge videos or add  
from a stock library.

Add music or narrate  
your video.

This has to be my favorite screen recording app of all-time. Similar to their website desktop version, this smartphone app is a full-featured, free screen recorder and video editor!

The ScreenCast-O-Matic app allows you to quickly capture your screen and create high-quality videos. And the quick video editor gives you all the tools you need to personalize your videos.

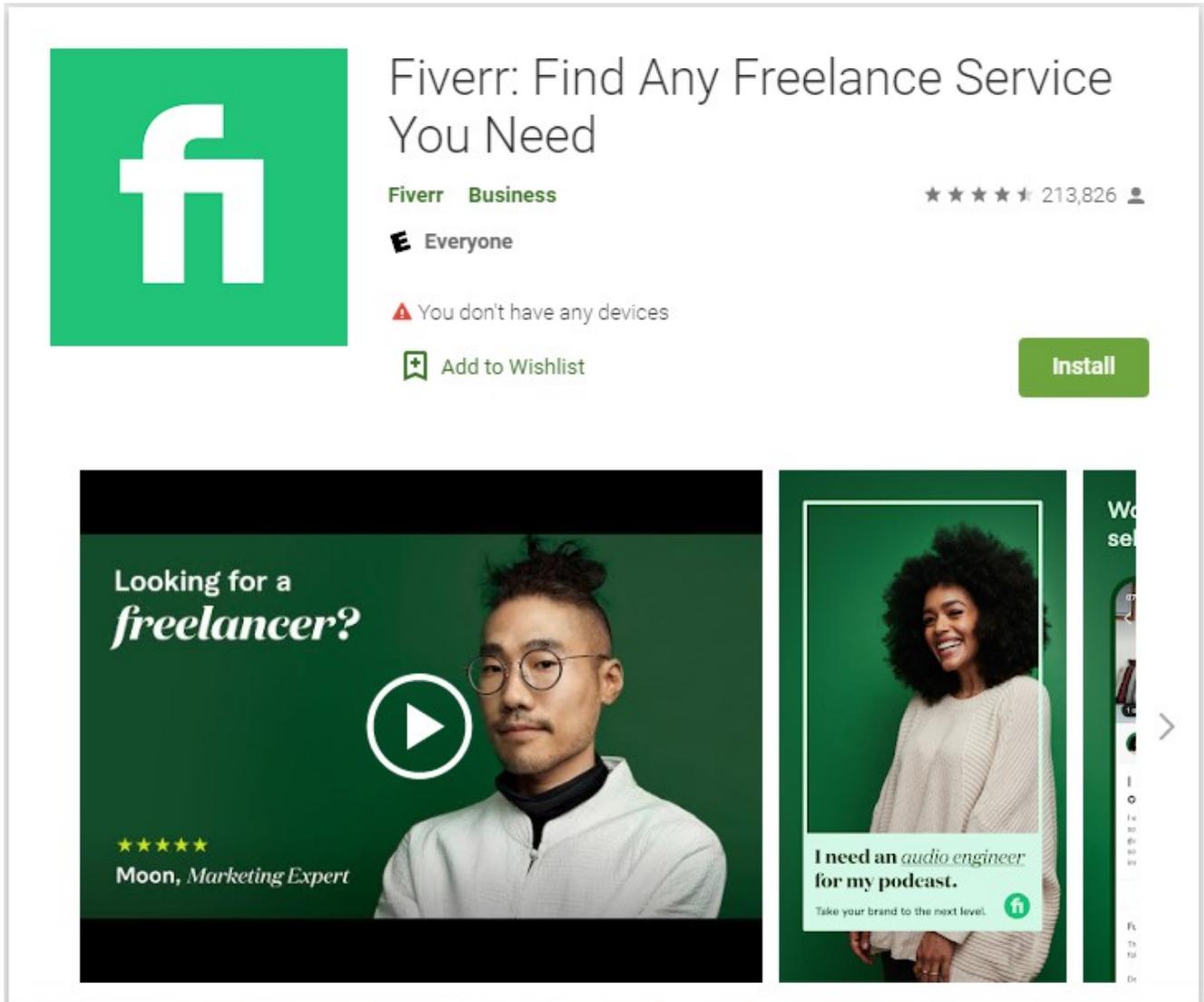
You can easily create an info-product that shows people why ScreenCast-O-Matic is such a great app. Inside your report you can show your customers all the best features that the

Screencast-O-Matic app has to offer and help them get started taking advantage of it.

Some great topics for your info-product would include...

1. What is Screencast-O-Matic?
2. Ways to make money with Screencast-O-Matic
3. Recording demo videos and training tutorials
4. Importing videos from your camera roll
5. Adding Facecam, cropping, and trimming your video
6. Enhancing your videos with filters or music
7. Exploring music, video and image stock library
8. Using the blur overlay to hide sensitive information
9. Cutting sections of your video
10. Connecting with the desktop video editor
11. Sharing your videos on Screencast-O-Matic's website or other sites

# Fiverr



Believe it or not, millions of people still have never heard of Fiverr, where you can hire experts for virtually anything with prices starting at just \$5.

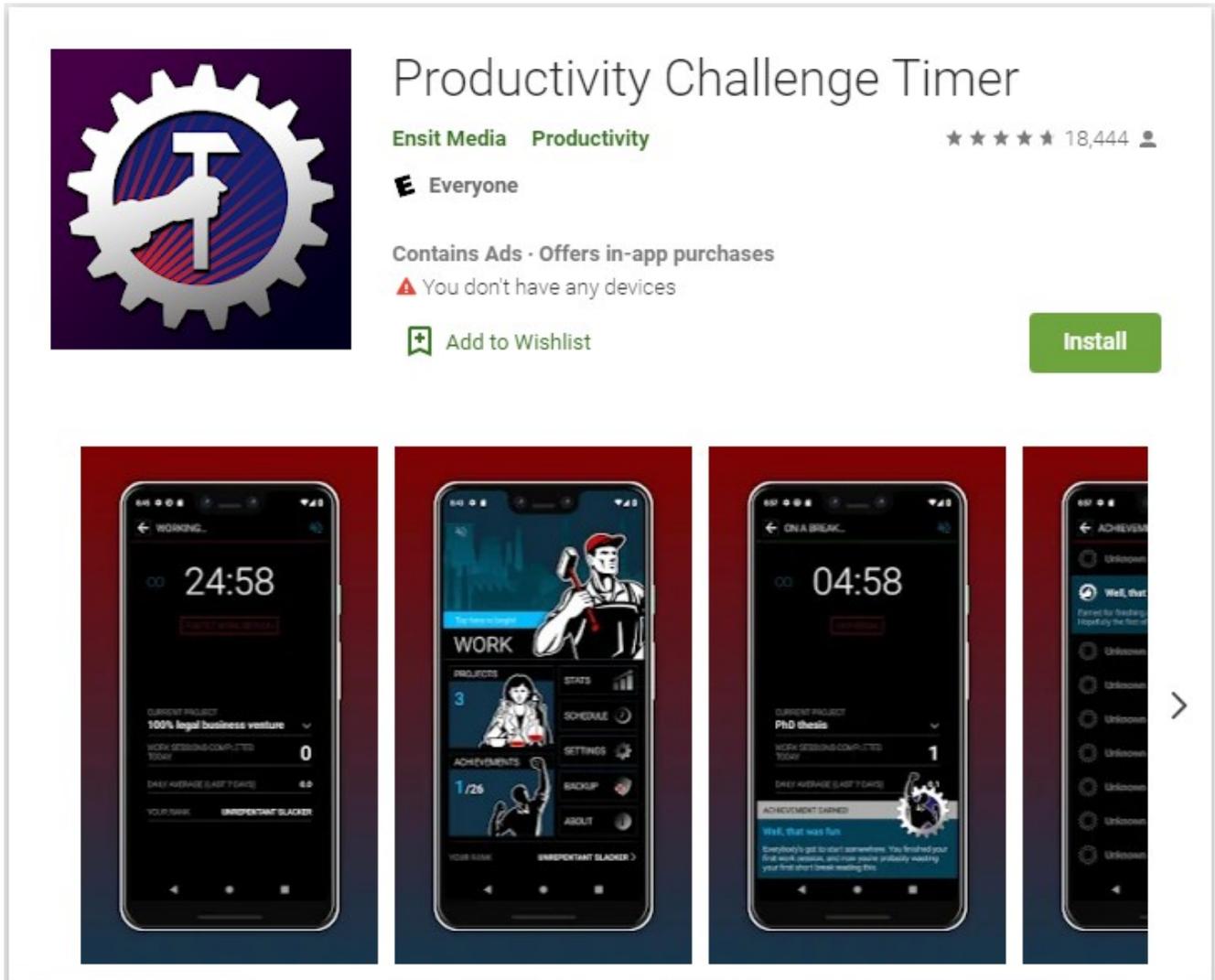
Even of the people who know about fiverr and use it, most have no idea that Fiverr has a great smartphone app!

You can easily create an info-product that shows people why Fiverr is such a great app. Inside your ebook you can show your customers all the best features Fiverr has to offer and help them get started taking advantage of it.

Some great topics for your info-product would include...

1. Why use Fiverr?
2. What sort of things should you outsource
3. The best gigs for new businesses
4. How to find a freelancer instantly with the search tool
5. The importance of Fiverr seller ratings and customer reviews
6. How to sort your search results and pick the best freelancer
7. Price isn't always the most important factor
8. Things NOT to buy on Fiverr (think website traffic)
9. Hiring multiple gigs to complete an entire project for you
10. Communicating with freelancers BEFORE you hire them
11. How to make money on fiverr as a freelancer
12. Arbitrage profits (Sell high cost services and outsource them cheaply to Fiverr)

# Productivity Challenge Timer



The Productivity Challenge Timer app has been downloaded by more than a half a million people!

It is a Pomodoro style timer (think short, focused work sessions) which aims to help you be more productive, more focused and waste less time.

It's fun to use and frankly, it just works. The 18,000 plus positive reviews can attest to that fact. Try it and you'll be dying to share it's existence with other entrepreneurs!

You can easily create an info-product that shows people why the Productivity Challenge Timer is such a great app. Inside your ebook you can show your customers all the best

features it has to offer and help them get started taking advantage of it.

Some great topics for your info-product would include...

1. What is the Productivity App?
2. What is a Pomodoro timer and why does it work so well?
3. How to use the app for work or study
4. Breaks and boundaries are the secret
5. Motivation is the key!
6. Tracking projects with the app
7. Setting work sessions
8. Analyzing your statistics
9. Using the app with the screen off

# Online Marketing Strategy Report Ideas

The beauty of helping people in the Online Marketing niche is that there are countless topics you can help people with.

Sure, most small and home businesses know how to get a domain name, web hosting and even how to get a website of their own. But most have no idea about the following strategies to grow their customer bases and their income.

Remember, even if you are not an expert in any of these ideas, you can easily become one. Just do some research at Google on the topic you want to cover.

And don't make the mistake of thinking your potential info-product customers will do the same and won't need your report. Most of them won't even know what to research!

Your job is to do the research and share these ideas and strategies that work, via your new info-product.

# Writing Effective Blog Posts

Content is king and always will be online. And most people have no idea how to create great content.

Teach them how to write blog posts that attract readers and search engines.

Show them how to find and solve that problems for their niche market.

You can easily create an info-product that teaches marketers how to write effective blog posts, and expands on the following topics....

1. What is blogging?
2. What goals should you have when writing a blog post?
3. Establishing yourself as an authority
4. What people want to read about (and not read about)
5. What words trigger emotional response
6. Use keywords throughout but don't go overboard
7. Use images to spruce it up
8. Show examples whenever possible
9. How to get people to subscribe by email
10. Make it personal and share something about yourself!
11. Keep your content long and your paragraphs short
12. Read it as a visitor before you post it!
13. Where to post (your own blog and guest blogs)
14. Make yourself available by email and comment replies!
15. Help people and you will grow your following.

# Facebook Group Marketing

Practically everyone has a Facebook account. But most people have never even considered creating a Facebook Group.

When you create a Facebook Group related to your business, you essentially create a community where people with similar interests can interact with you and each other.

We all talk about how busy our lives are but we often find time to "wind down" or "start the day" with social media interaction. A Facebook group can be a great way to find new leads and connect with existing customers.

You can easily create an info-product that teaches marketers how to use Facebook Groups to grow their business, and expands on the following topics....

1. Why use Facebook Groups?
2. How to setup a Facebook group
3. Where to get group members
4. Keep your group exclusive (manually approve new members)
5. Make your rules and expectations clear up-front
6. Finding and curating content for the group
7. Ask questions on a daily basis to encourage activity
8. Make sure your members know you're listening
9. Minimize direct selling to group members
10. Regularly scan conversations for common topics
11. Create new solutions (info products!) based on your groups needs and desires

# JV Contest Marketing

A properly run and executed JV contest can bring in loads of traffic, fresh sales and lots of new buyer's list members. And there are lots of ways to do this online.

In this report you can share what types of contests a marketer can run as well as the tools available for contest marketing.

Your info-product can cover and expand on the following topics....

1. What is contest marketing?
2. Why do JV contests increase sales?
3. How to set up a JV contest
4. What prizes should you offer (cash or products?)
5. Setting up JV contests a WarriorPlus
6. Setting up JV contests at Jvzoo
7. Where to find JV partners (look in other contest leaderboards!)
8. Managing your contest from start to finish (send leaderboard update emails!)
9. Other contests that generate subscribers
10. WordPress plugins to set up scratch-offs
11. WordPress spin to win plugins

# Participating on Social Media Platforms

If your customers haven't jumped on the social media bandwagon, it's time. The old adage, "Out of sight, out of mind," applies when it comes to social media. Be active and involved.

Social media platforms like Facebook, YouTube, Twitter, Pinterest, and others can help marketers gain targeted traffic.

Each social media platform caters and appeals to a slightly different group of people. Some social media sites will be a better fit than others depending on the business.

You can easily create an info-product that teaches marketers how to use social media to grow their business, and expands on the following topics...

1. Define your audience
2. Setup accounts on Facebook, Twitter, Pinterest and Instagram
3. Complete your profiles by filling in your bio and about sections
4. Follow fellow businesses and potential JV partners
5. Create and post shareable content regularly
6. Connect your blog or website to your profiles
7. Set weekly goals for checking in and posting
8. Pay your dues by liking and sharing posts
9. Engage with potential JV partners and influencers
10. Attend events such as chats and hangouts
11. Join some Facebook Groups
12. Use Messaging to reach out to potential JV partners
13. Considering using social media ads if your budget permits

# Creating And Publishing Newsletters

Many people think that creating and publishing a newsletter online is too time-consuming or that they don't have the right skills.

But a newsletter can be done quickly with PLR content and most readers will have no idea it's private label rights content.

Creating and publishing newsletters online is a proven, profitable strategy that many information marketers and affiliate marketers use daily.

You can easily create an info-product that teaches marketers this proven strategy and expands on the following topics....

1. What is newsletter publishing?
2. Where do you get content for your newsletter? (You don't have to write it yourself.)
3. What to talk about and NOT talk about. (Stick to your niche and steer clear of politics!)
4. What formats can you publish in (Think email and blog!)
5. Should you publish a free newsletter, a paid newsletter or both?
6. How do you find and keep subscribers?
7. What about unsubscribes?
8. What are the best autoresponder providers for newsletter publishing (Getresponse, Aweber, and Mail Chimp are popular)
9. How often should you publish?
10. Staying connected with your prospects and loyal customers
11. Linking to your other issues is a great strategy
12. Promoting affiliate links in your newsletters

# Push Notification Marketing

Most marketers have heard of web push but they're not sure how it works. It's fairly recent technology that can sound confusing on the surface, but really isn't. And it can really increase traffic to any website or blog.

In a nutshell, web push brings visitors back to a site by offering a free notification of new posts, via a small button. Visitors simply click one of two choices to accept or decline notifications of future posts. These notifications show in their browser and on mobile devices and bring them back to the website.

The beauty of this service is that you basically set it and forget it. And it keeps growing and bringing more and more repeat visitors.

You can easily create an info-product that teaches marketers this proven strategy and expands on the following topics....

1. What is Push Notification marketing?
2. Why should you be using Push marketing?
3. How much does it cost?
4. Free push notification services available for webmasters (Think OneSignal.com!)  
How to set up a OneSignal account to accept subscribers and send pushes.
5. What wording should you use on your buttons?
6. Some examples of how websites use Push.

# Onsite SEO Strategies

Search engines can play a prominent role in the success of any business online.

Organic traffic from search engines is free traffic, and it is high quality traffic, as the visitor has sought out specific information.

Marketers can get a lot more search engine traffic if they know how to optimize their website and content in ways that search engines prefer.

You can easily create an info-product that teaches marketers this proven strategy and expands on the following topics....

1. What is Onsite Search Engine Optimization and why is it so important?
2. Why starting with a quality website theme or template is important (poorly coded or outdated themes can do more harm than good)
3. It all starts with keyword research
4. Free WordPress plugins for onsite SEO
5. Adding a sitemap for Google
6. Optimizing your title tags and including your keyword in the title
7. H1, H2, H3, H4 tags and how to use them
8. Using short, descriptive URLs
9. Writing a compelling meta description
10. Optimize your images
11. Using long-tail keywords
12. Adding internal and external links
13. Why you should be linking to your own content regularly
14. The different types of links and how to use them
15. Websites where you can analyze your onsite seo

# Creating Engaging Headlines

Everything that marketers write online needs to have well-crafted titles and headlines, or they won't get clicked! That includes emails, blog posts, social media posts and well... everything!

Most people have no idea how to write effective, engaging headlines.

You can easily create an info-product that expands on the following topics as well as many more....

1. Why you need engaging headlines
2. What type of content needs great headlines
3. What power words encourage action
4. How to write headlines that pique curiosity
5. How to use emojis in email headlines
6. What makes a perfect sales page headline
7. The most clicked email headlines ever
8. What solutions are available for creating headlines (think software)

# Guest Blog Posting

Guest posting on related blogs is a great way to build traffic and backlinks.

A consistent effort will yield better search engine ranking and recognition as an authority on any niche. The more visible marketers make themselves, the more targeted traffic they will receive.

You can easily create an info-product that expands on the following topics as well as many more....

1. Why marketers need to be using guest posting
2. What type of content works best for guest posting
3. What to include (and not to include) in your guest posts
4. How to write blog posts that pique curiosity and get clicks
5. How to approach bloggers properly when you want to post on their blog
6. The best websites to help you find guest posting opportunities

# Joint Venture Marketing

“Make new friends but keep the old. One is silver and the other gold.”

Maybe you've heard that saying, maybe not. It really applies well to joint venture marketing.

Keeping up with your market and network connections can give you an edge, especially when it comes to traffic. Keep in touch with existing connections but remembering to make and build relationships with new people in your industry is vital.

Both new and old connections can be an advantage to any business and send targeted traffic regularly.

You can easily create an info-product that expands on the following topics as well as many more....

1. Why every marketer needs to be using joint ventures
2. The best places to set up an affiliate program (think Clickbank, JVZoo and WarriorPlus for starters)
3. Where to find JV partners (look on JV leaderboards!)
4. How to approach potential JV partners and get them to join your program
5. Why you need to build an email list of JV partners
6. Why the 100% front-end commission strategy will grow your JV partner list the fastest
7. Why JV contests work so well and how to set one up
8. How and why to set up a JV page for every product launch
9. Where to post your JV's (think muncheye.com and facebook JV groups!)
10. How to stay in touch with your JV partners before, during and after launch

# Creating Screen Videos

Too many marketers are still afraid of video. They are camera shy and they think they have to go on camera personally, but that is not the case.

That's why info-products that teach people how to create videos without going on camera, sell so well time and time again.

You can easily create an info-product that expands on the following topics as well as many more....

1. Why video is so important for every business
2. Why marketers should post recordings regularly on youtube
3. Why marketers should create video training to sell (or upsell) to their customers
4. What type of video content works best for teaching (screen recording)
5. How to write a script for your video
6. Which software works best for creating screen recordings (think screencastomatic.com)
7. Why human voiceovers are much better than AI
8. How to easily edit your videos
9. How to use screen capture videos to pre-sell affiliate products
10. How to make money by creating scree capture videos for other marketers
11. The best web based tools for creating animated videos for yourself and for clients

# Using YouTube for Business

YouTube generates huge income for many videos creators. I'm talking millions of dollars a year for top publishers.

But for many website owners, youtube is still a challenge. Some don't like the idea of putting themselves out there on video. Others don't mind that but have no idea how to get started with YouTube.

Consider showing these small business owners how to use YouTube to make money, and you'll sell lots of copies of your report.

1. Why YouTube is so important for every business
2. Reasons to post videos regularly on youtube (free traffic, authority)
3. Setting up a channel on youtube (Start by signing into YouTube, clicking the user icon, the gear icon to get to your account's YouTube Settings, then click on create a new channel. Next choose "Use a business or other name", add your brand name and click create.)
4. How to create videos for youtube
5. Uploading your videos to YouTube
6. Inserting links in your videos
7. The best way to fill out your video detail description
8. How to use the "Featured Videos" section
9. Interacting with high value users
10. Staying consistent with posting videos is the secret to success
11. Integrating your channel in your website and social media

# Creating Interviews For Profit

Interviews are an easy way to create an info-product.

Helping your readers get to know the people you admire or credit with your own success is a great strategy. It also associates your name with other well-known people and can give your authority level a boost, along with website traffic.

Some of the best selling info-products in the Internet Marketing space have been interview based products. They can share a wide variety of proven tips and strategies from well-known and little-known marketers in your niche. They help so many people, including the audience and the interviewees!

To create an info-product using interviews, simply reach out to a handful of marketers and ask them if they would like more traffic and recognition. When they accept, here are some things you can ask your interviewees and share in your report...

1. Why did you go into online marketing?
2. Did you have any related background?
3. Did your family / loved ones support your decision?
4. Did you fail before becoming successful?
5. How did you get past that fear of failure?
6. What was the most important thing you did that helped you start making money?
7. What things do you do on a daily basis that help you keep making money?
8. How many income sources do you currently have?
9. Do you focus on residual income?
10. Do you do everything yourself, and if not, what tasks do you outsource and where?
11. What trends are you focusing on for the next few years?
12. What would you tell a family member if they wanted to emulate your success?

# Making Money With Webinars

Webinars are red hot nowadays. You can offer valuable tools, tips, and advice, and teach how to create an effective webinar.

Even if you've never created a webinar yourself, there are plenty of tutorials and resources available on the web that show you all the things marketers need to learn.

Simply lay out all the facts in an info-product for anyone who may be interested in doing webinars. To create an info-product on webinars, expand on the following topics....

1. Why webinars are so popular
2. Reasons to create a webinar (training? Preselling a high ticket product?)
3. What type of content works best for webinars
4. What to include (and not to include) in your webinars
5. How to record your first webinar
6. How to create a “faux” live webinar
7. What are the best webinar platforms online
8. How to tie your webinar to your autoresponder
9. How to turn the webinar into a paid product for those who were unable to attend

# Creating Printables

Printables are really popular nowadays.

With the pandemic, many people moved into working and teaching from home, and printables became even more popular.

A printable is basically a short digital product that is designed to be printed and used as a resource. Some examples include to-do lists, checklists, calendars, cheat sheets, etc. Lots of marketers are making bank creating and selling printables and many more want to join the ranks.

You can easily create an info-product that expands on the following topics....

1. What are printables and why do they sell so well?
2. What types of printable sell well? (checklists, to-do- lists, calendars, wall art, journals, planners)
3. How much time does it take to create printables?
4. Which programs are best for creating printables (Canva is free!)
5. What platforms work best for printables (think Etsy!)
6. Where to advertise your printables
7. How to build a customer email list
8. How to launch each time you create a new printable
9. Creating printables with PLR license

# Coupon Code Marketing

Everybody loves coupons and deals. When a visitor gets a great deal, bragging rights come next. They love to tell others about their good fortune. That can lead to even more sales.

You can easily create an info-product that teaches coupon marketing strategies to marketers and expands on the following topics...

1. What are digital coupons?
2. Why use discount codes?
3. The downside of coupon marketing (harder to sell at full price, people get used to them)
4. What size discounts should you give?
5. What platforms support coupon codes
6. How to auto-fill coupon code fields for your customers
7. WordPress coupon code plugins
8. Using promo codes on WarriorPlus and JVzoo
9. Making things easy for mobile users by using QR codes
10. Time limiting your promo codes (great for launches!)
11. Growing your email list with coupons
12. Letting your affiliates give promo codes to their subscribers
13. Targeting holidays with your promo codes

## **In closing**

You now have plenty of ideas for a great micro info-product.

Take one of these ideas that interests you and run with it! Put together a short report and use it to implement my Buyer's List Method.

Then take another idea and do it again!

If you use only a handful of these great ideas for info-products, you can change your financial situation and your lifestyle forever.

All the information you need and the steps to take are in my Buyer's List Method PDF.

Use the included checklist and get started.

Work your way through the process. It gets easier and easier every time you do it!

I want to see you succeed. So when you are ready to launch, reach out to me and show me your JV page. I'll offer my advice and even hop onboard your launch to help you make some sales and grow that buyer's list of yours!

Jim Daniels