

## **Information Product Blueprint free videos by Online Millionaire - NOTES**

**Click on the VIDEO links to grab INSANELY VALUABLE bonus eBooks – FREE!**

- Blueprint to Discovering Your Knowledge Goldmine
- The 4-YES Niche Test
- The 25-page Niche Intelligence Report – Insider’s Guide to Million Dollar Niches
- How to Create an Information Product “Magic Formula”

### **Video #1 - Information Products Secrets**

#### **His Business Wealth Summary:**

- Information business from home
- \$4.5M live biz training
- \$5.2M info product biz
- \$1M time management biz
- \$1M how to start home biz
- \$20M/yr relationships biz

**It all started 9 years ago when he wrote a Double Your Dating eBook in a few weeks.**

Now gets 200,000 subscribers in days: right niche, free valuable trainings give away.

Huge traffic: Ezinearticles.com, ehow.com, clickbank.com : information, education, info products.

Online/Distant education makes local universities obsolete – it’s becoming \$M’s industry.

Nowadays, graduates will have 3-5 career changes in lifetime and 10-14 jobs by age 38.

#### **Research Marketplace on Clickbank to see what’s hot, product launches**

1. what you know that’s valuable to other people
2. target your niche (target people that are looking for solutions to their problems)
3. create high quality products

**Big mistake: trying to sell yourself and own expertise, not the SOLUTIONS or Outcomes or Benefits or Results!**

1. What problems people are having? Exact practical consistent challenges that millions of people are having?
2. How to help others solve their problems with Health, Relationships or Money
3. What’s the best way for someone to fix this problem FAST.

Do the provided exercises, write 10 answers, keep adding answers over few days.

Ask people what they want. Enable Comments and collect your answers!

**THE BIG SECRET: Super high quality, high value products that people want to buy!**

## Video #2 – Niche Secrets

**Priceless Answer to a Problem that you discover, not that you want to write about.**

People care about solving their problem first.

Practical, tangible, priceless, asap, do-this get-results solutions that WORK and work NOW.

Sell information that people are seeking!!!

Examples:

Mice in the house, mice in your bedroom. Motivated to get rid of the mouse. Pain meets urgency. Get a mouse trap – want mice gone.

Want 1/4in hole, so get any 1/4in drill to get the job done.

Weight loss example: “Eat This Not That” book

- not what to eat to lose weight, what to eat at Krispy Kream to lose weight
- not what foods to eat to lose weight, what to choose at a local restaurant to lose weight

Dating advice:

- not how to have great relationships, how to double your dating, or get a date in 24 hours

**Ask/survey what people want to know – create products to address those needs.**

Altitude – how to start a business

Guru Mastermind – how to start information marketing business

Wake Up Productive - time management and productivity

Ignition – business training

Self-made Wealth – money and finance training

## WHAT PEOPLE PAY MONEY FOR

**Suggestions: what experts create**

- logic and long-term thinking
- based on prevention
- theoretical and conceptual
- eg. low-carb foods, low-fat meals, right thing to do

**Solutions: what money-makers create**

- offer relief
- being searched for
- deliver a result
- eg. what food to chose at a restaurant

**People buy crap because people can't help themselves**

- perfect targeting
- promising instant solutions
- don't sell crap (weight loss chips, enlargement pills, ...)
- solution is something that people are looking for

## Biggest Niches

- We come prewired with a drive to search for solutions to our problems
- Health, Relationships, Money and Business Success
- Because we need to survive, we need to have relationships, we need to succeed in life
- Solve a big need quickly and solve it well – make big profits

Provide information that people are **seeking**, not what they **should** know.

Become a Key Maker (like in The Matrix), make a special key that unlocks the lock of fear, frustration, problem and gives them what they need → **SUCCESS!**

Identify that need/frustration/problem, then while holding it in your mind, bend all your knowledge to fit that problem and provide a solution.

Map the problem, understand it, and then make the key for it. This is your **Priceless Answer**.

Map the minds of your many prospects, bring it to one image.

Make a map of people's frustrations and give the exact solution. Bend all your knowledge to make that solution as easy system.

It's not about prettifying the solutions with gold sprinkles.

It's not about **picking** a niche, it's about **discovering** a niche. Find unmet need and solve it with your information.

**4-Yes Niche Test.** Select a niche that has millions of buyers:

- Is my prospect experiencing Pain + Urgency, or irrational passion? (emotionally motivated?)
  - Is my prospects proactively looking for a solution? (more likely to buy) (search engine marketing – long-tail buy words)
  - Does my prospect have few or no perceived options?
  - Are at least 1 in 1000 people looking for the solution RIGHT NOW? (big enough market)
1. Identify specific unmet needs and drives.
  2. Position your offer to meet the unmet need.
  3. Then find out where the prospects are searching for the solutions and get in front of them.

Examples:

Dating: companionship, mate, love, cuddle -> they want more dates - answer to everything!  
Double Your Dating. If they don't have any dates right now – different product!

Locations: Dating websites, Dating tips websites, google searches

**Resource:** [www.43things.com](http://www.43things.com) – keep refreshing for more “wanted” things.

## Video #3 – Content is CASH

**Content Marketing is the path to follow.** Turn your knowledge into money. Make your image professional.

Information products, advice, and coaching for high prices – **example:**  
<http://www.abraham.com/products/index.html>



**High price item:** valuable content in simple terms anyone can understand – practical priceless answers. Best content: Advice and Training.

**Good content:** 3 step System with Value (produced with money spent, time invested, or work put in), that in a specific way helps people.

**Your Big Niche** – narrow to 3 Biggest Problems you know how to solve – narrow again to those with biggest need.

**Free Traffic** – youtube, itunes, etc – other people sell your great content for you!

**Content is new currency** – content is CASH: products, videos, podcasts, ebooks

**Make valuable video products fast** - use MS Powerpoint, use simple professional layout, capture with Camtasia/Screenflow, compress and post on youtube or your member's area.

**Massive product launches** with tons of free valuable stuff.

**Package for value:** Consumer: “WOW! That’s SOUNDS/LOOKS/APPEARS exactly like what I need to solve my problem.”

People cannot be convinced, they have to be given enough information to **convince themselves**.

**Focus on customer**, focus on specific needs, focus on the problems they are trying to solve.

eg. I spent 8 years studying human psychology and will sum it up in my 1 hour video with only the things you need to have success in ...

**Value** – must find a way to explain to people how to value your information.

eg. In video #1 I will teach you how to create your first marketing video in 2 hours flat. Most people take weeks or months to create their first video. Even if your time is worth \$20/hr, you will save \$2000, saving you weeks or months of wasted effort. In video #2 I’m gonna teach you how to get big business with big lists to sell your product for you. Just think, if create a product that sells for \$200, and you can get just 10 business partners to sell just 10 copies each you will make \$20,000 in sales. Now, even if you pay your partners half, that’s \$10,000, you will still have \$10,000. So this video alone, video #2, is gonna be worth many times the investment for the entire program.

**Name:** The 3-step system to eliminating your debt in half the time, getting a date in 24 hours, losing a pound per week (exercise, nutrition, mental). Whole book split into 3 parts – long explanations of the 3 steps. “3-step system” and a name increase value of your product 10x.

**Worth currency:** time, money, increased energy, acceptance by opposite sex, “currency” saved, ...

eg. Let me explain how this system is going to help you:

If you owe ... \$, my system will save you \$ dollars comparing to the way your paying your cr. Cards right now. OR If you owe ... \$, and your current income is 50K/yr, my system will save you average 3 full years of your life spent earning money to pay it off. OR If making \$25/hr, must work 6000 hours to pay it off.

## Video #4 – An Information Billionaire You’ve Never Heard Of

**“The Billionaire You’ve Never Heard Of, Why You Can’t Make Money In The Past, & Why Information Products, Advice & Coaching Is The Future Of Business...”**

**#1 obstacle to success** – trying to make money in the past. Property and possessions. Now it’s knowledge and quality of life – knowledge society.

Take what you know **NOW** and put it to use **NOW**. Make a product over night and post it on your site.

**Value** – information, learning, entertainment, experiences.

**Bad ideas** - Automotive, Airlines, Real Estate, Stocks – STOP making money in the past! It doesn’t work!

**New ways** to make money - Microsoft, Dell, eBay, Yahoo, Google, Facebook

**Newer ways** to make money – University of Phoenix (online studies, 500K students) – information!

**Live in the future** – “go where the puck is going” – Wayne Gretzky

People are buying millions of iPhones, iPads and iMacs to read/watch information that we create.  
<http://ebookstore.sony.com/>      [Apple’s iBook Store](#)

**Future Market** – eBooks sales 71% up last year. 9/10 of people don’t even read eBooks yet!

**Information** – advice, coaching, eBooks, membership sites, blogs - \$27B per year industry and it will double by 2014. We need the knowledge, we need information to survive, we just need to know. We need knowledge to have better health, success, relationships – learn how to do things better.

**Home Business** – higher success rate due to part-time status while working full-time job. Flexibility, automation, low costs – all contribute to success. All employees/helpers work from home as well.

**Universities** can’t possibly keep up with all the niches. Individuals fill the gaps with simple tools.

**Modern Guru** – anyone with expertise on some topic can be an online guru – check [www.guru.com](http://www.guru.com) for specialized help and resources. To become it takes a bit of education, training, and perseverance.

**Guru Blueprint** – must have BOTH:

1. Need a product (or service): id niche and organize info into a system that buyers will pay money for.
2. Need marketing: seek sources of traffic, create videos and brochures, find prospects, convince to buy, follow up with newsletters, tap on shoulders, build relationship, build trust, sell.

**Guru Blueprint Product** (\$5000 value)

- Almost 10 years of testing, experience, and multiple successful businesses
- Tools, templates, scripts and training to build or rebuild your advice or coaching business
- Leading by hand in Creation and Marketing (niche, content, product, marketing, all-in-between)
- Best formulas and scripts, plus personal walkthrough for your specific business
- Coaching in having an online business, producing videos, setting up a website
- Create products with marketing in mind – teach, give value, gain trust, make relationships

**2 Mistakes to avoid**

Creating the wrong product - Promotion for the right product is easy. It sells itself. Use the right system. “ME Marketing” – Most gurus talk about themselves. Talk about results that your product delivers.

## **Product Trainings**

1. Target Your Niche
2. Narrowing and testing your niche
3. Format your content for highest value (psychological patterns)
4. Create your product (outlines for eBooks, videos, coaching programs)
5. Serialize your content (take best ideas and reuse in different formats)
6. Packaging and designing your product for the highest value

## **Marketing Trainings**

1. Create an “Elevator Pitch” – condense all benefits into one sentence that sells
2. Design your landing page – script, outline, video, copy, design for the highest opt-in
3. Create Newsletters – email, video, podcasts – 3 types of newsletters (eg. Q&A)
4. Architecting your sales conversion process – visit to buy, high converting sales letters
5. Attract affiliates with affiliate marketing and do online product launches – CRITICAL!
6. Internet advertising and online partnerships – headlines, body, banners, ppc, contact emails

90-day immersive personal coaching for complete online business set up and running.  
Only one-time offer. After this he will move on to different products.

**Success** – better to share knowledge and work together than to compete in secrecy.

**Not a scam** - highest quality, real value, only for people who want to help others. Not a get-rich-quick.

## **12 weekly Technical Webinars trainings (\$1500 value bonus)**

1. Setup your blog
2. Do an online survey
3. Create a website
4. Setup a Landing page
5. Install stats and analytics
6. Setup email list and auto-responders
7. Make a downloadable ebook
8. Host a live webinar online
9. Setup shopping cart and affiliate program
10. Create a membership site
11. Grow social media presence
12. Setup pay per click marketing

## **Guru Bootcamp** – 12-hour video training about kick starting information product business (\$2000 bonus)

How to identify products that people already want to buy.

How to identify people’s emotional buttons and pushing those directly.

How to communicate with prospective customers in their language.

How to communicate in a voice and tone that stimulates excitement to buy.

How to start making money immediately and get paid for doing market research valuable to your biz.

How much to give away and how much not to give away that people get overwhelmed and don’t buy.

How to use personal coaching to help others and how to make products that have high rate of success.

How to summarize the benefits in a snappy, condensed and powerful way and that you have the solution that the customer needs.

Learn psychology of motivation, 3 things that motivate people, and how to use them in your marketing, so that people take action instead of “thinking about it.”

Learn how to format your message so it’s understandable by the most possible people.

Learn to mindmap your first book and write it in days and not months or years.

How to grow your list that your customers feel like they know you.

Learn specific type of questions that instantly position you as an expert in their mind, without bragging.

Avoid copying successful authors and what to do instead.

How to talk or write about your ebook in a way that makes it irresistible to your customer.

Learn to how set up your Word Processing software that automatically formats and creates TOC.

How to create an outline in under 1hr and include everything that customers are looking for.  
Learn a set of secret persuasion formulas by copywriting experts.  
Watch live critiquing of sales letters.  
Learn main source of traffic and how to use each.  
How to use articles to drive traffic to your website.  
How to design banner ads that draw tons of traffic with a real time howto (using MS Word).  
How to use social media to get free traffic and how to use hottest and latest websites.

**Guru Traffic School** - How to get traffic – 2-day live webinar, not “pitch-a-thon” (\$2000 bonus)  
PPC, SEO, social media, banner ads, media buys, content deals, blog marketing, video marketing

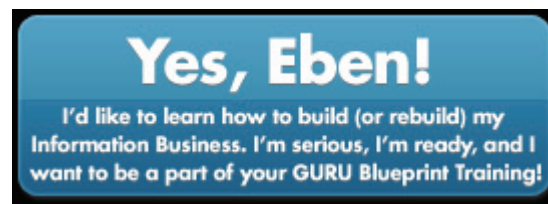
**Time management and productivity** – Wake up Productive is a 13-week video program (\$500 value)  
No old fashioned tips like No planners, no checklist, ...  
Multitasking and parallel processing is a huge waste of time.  
Secret is working focused uninterrupted blocks of time for at least 1-2 hours minimum, and focus on most important things to get happiness and money making things done everyday.  
Stop getting interrupted and distracted.  
How to get control of your time with a simple little trick.  
How to setup your day so that you automatically do most valuable things and avoid result-less things.  
Time management is the key to success in business and in life.

**Ultimate Takeaway:**

**Believe in yourself and serve others by creating information that improves their lives.**

**Tuition \$1997** (or 3x \$797), \$19.97/hr for 100 hours of training over 90 days of training, \$11,000 value.  
Try the program for 30 days, if don't like, get full refund and keep everything.

**Let me help you make money now and in the future.**



**P.S. Apparently all these videos expire end of June 4, 2010, so look at this document first.**

Disclaimer: this document contains affiliate links that compensate me and help me make a living should you make a purchase.

## **WHY are you giving away so much stuff for free?**

For two reasons, actually:

1) Because it's cool and fun to give away massive amounts of value and training - and to help tens of thousands of people around the world do better for themselves (and help others while they're doing it).

2) Because the KEY... the MOST IMPORTANT technique or "trick" I've used in the last 9 years to sell over \$100 Million worth of Information Products is to give away super-valuable stuff!

It's no secret that I'm going to be offering a paid training and coaching program tomorrow. I've got a big team and a successful business... and this is what we all do to earn an income and pay our bills.

But my "philosophy" in business is pretty simple:  
Go beyond.  
WAY beyond.

Way beyond what people expect. Way beyond what you're paid to do. Way beyond what anyone else does.

When I do this, I always win. And I hope you're learning something by watching me do it.

We've had 4,724 individual comments left on the blog in the past few weeks. And almost 50,000 people have already joined the interest list for JUST this program. The blog itself is getting up to 17,000 per DAY visiting - from 186 countries around the world.

I estimate that I've given away literally millions of dollars worth of free training in this launch (the training videos, exercises and free report that I've given away are worth at LEAST many hundreds of dollars, and with an estimated 100,000 people viewing them so far, this equals tens of millions of dollars worth of value delivered!).

Tomorrow, I'm going to send you a link to a brand-new video that shows you what I think might be THE single most important thing that is happening right now (and might be the most important phenomenon of our lifetimes).

And this video goes BEYOND - by not only showing you this fascinating new trend - but also by taking you out "on location" to see it in action... so you can really GET how important it is and you understand how to personally profit from it.

In other words, I'm going to take you behind the scenes and give you more valuable free insights tomorrow - AND I'll explain to you the details of my GURU Blueprint launch - so you can get the best training in the world for learning how to make money by helping others.

- Eben Pagan