

WebFire Presents: Wednesday Marketing Webinars

How to Create Your Own Product



Welcome to WebFire's Wednesday Webinars!

Every Wednesday at 2 pm EST, We'll Host a Live Training and/or Q&A Call for Our Members



If you're here or registered for the series, you'll get a reminder each week so you don't forget, but if you can't make one, we'll have the recordings in the members area within a day of any of the calls under the "Training" tab on the left side navigation bar.



Quick Question!

Do you have a product / service of your own?

1 – Yes

2 -- No



Want to win \$100 today?

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www.getwebfire.com/fbgroup



Now let's move onto our training for this week on how to create your own product...



There are really three main ways of having
your own product



3 Types of Products

- Physical
- Digital
- Service



3 Options with Each One...

- Create the product / service yourself
- Get someone to make the product for you
- Resell an existing product / service



Create It Yourself

- You can be an expert on almost anything in a matter of hours using Google and YouTube
- Videos are easy to make by recording PowerPoint slides using screen recorders like Camtasia (I prefer this) or Camstudio (free)
- Tips – solve specific problems that you address clearly, make it super easy to follow, create small side e-books, reports, or videos to distribute to grab extra traffic and leads.



Get Someone to Make the Product

- Super easy to hire writers off sites like Craigslist, GumTree, or any relevant forum
- Can even interview experts and turn the interview into a paid product (some will do this for free, while others you can offer \$50 or \$100 to for very little of their time – then just transcribe it for dirt cheap)
- Hire an expert to write a report or record a video
 - ExpertiseFinder.com and similar expert databases
 - Q&A sites like Quora.com and Yahoo Answers
 - Even posting ads on classified sites to find them



Resell Existing Product / Service

- Super easy to resell existing products / services or spruce them up (some tips to spruce up, charge more, and sell more...)
- For physical products:
 - Aliexpress.com (great to start with and for dropshipping) (tips – Shopify, ads, etc.)
 - Alibaba.com (can sometimes be cheaper, but requires larger purchases and holding inventory usually) (tips – Amazon)
- For digital products and services
 - Services – Fiverr.com, classified sites, forums (WarriorForum.com), etc. (tips)
 - Digital Products – Search Google for “PLR [any niche]” or “white label [any niche]” to find lots of existing products to start with (some might require minor updating / edits).



Some live examples of how easy this can
be...



Any other questions?? (and cash
giveaway right after)



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