

CREATE A SIX-FIGURE DIGITAL PRODUCT SUITE



SELL MORE ONLINE WORKBOOK

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NO GURU-ISM REQUIRED

“No more sacrificing my sanity, sleep or sacred family time for six figures.” – Apryl Beverly

A couple of years ago, I decided to take a shot at selling digital products. I packaged up a collection of my top-performing emails for boosting sales and engagement, created PDF versions and did a little marketing to those on my email list and then on Facebook. To my surprise, I sold hundreds of that first collection, so I packaged up 2 more groups (naming them 2.0 and 3.0) and boosted my revenue with every offering.

So yes, I’ve made six figures from digital products, but that doesn’t make me an “expert.” I’m simply a mom, a wife and an ambitious entrepreneur who wanted to spend more time with her kid, hubby and other loved ones. And with my long list of clients, I was burning the midnight oil to write for clients, and I didn’t want to continue that path of exhaustion.

And that’s why I’m here today to teach you the ins and outs of how to **make money from what’s inside your MIND.**

Oh, and just so you know, this ain’t some get-rich-quick-make-six-figures-in-six-minutes situation. You see, I’m not really about that “one-hit-wonder” biz life, instead what I focus on is delivering lessons on topics that will help you sustain your business, not just make a quick money move.

Real talk ... the money is sure to come once you outline a repeatable process that WERKS ... but you gotta get your strategy down first before you can get your coins.

And the strategy is what I’m breaking down today. So, grab your pens and let’s make these money moves that will put your revenue on repeat.

MAKE MONEY WITH YOUR MIND

“You can and will make money from what you KNOW, not just what you DO.” – Apryl Beverly

If you’ve been following my business on social media, then you already know I earn a living by slinging million-dollar sentences. But what I want to discuss with you today is the one money move that has helped me earn a living without sacrificing my sanity, sleep or sacred family time.

It may be something you already do in your business, something you want to explore deeper or it may be something you never even imagined as a cash-churning revenue stream. Whether you’re doing it, want to do it, or don’t believe it can work for you, I know what I talk about today will propel you forward.

You see, it’s my favorite way to rake in bucket loads of cash and still get a full seven hours of zzz’s per night.

It’s my favorite way to make money which allows me to still spend fun times in mommy zone.

And it’s my favorite way to collect my coins and still be a wife. But, we’ll talk more on that later.

My favorite way is selling information products on the Internet, also known as “digital products,” “passive income” and low-maintenance products.

Now, you may have heard the term “infopreneur” floating around and felt reluctant to call yourself that because, after all, you’re a hair stylist, designer, writer, marketer and so on.

But lemme drop this definition so you fully understand anyone can be an “infopreneur”:

“An entrepreneur who seeks to profit in business from the collection and dissemination of information, especially in an electronic format.” – Oxford Dictionary

The term is a neologism derived from the terms “information” and “entrepreneur” and, according to Wikipedia, is a registered trademark belonging to Harold “Skip” Weitzen (author of the book ‘Infopreneur’). In 1984, he described an infopreneur as “a person who gathers, organizes, and disseminates information as a business venture or as a value-added service.”

Real talk ...

An infopreneur is simply someone who makes money with their mind. With their wisdom, experiences, skills and talents. A person who takes the brilliance bubbling inside their brains and packages it into a product that benefits a customer’s life or business by empowering them to move toward achieving a goal in a more knowledgeable, clear or strategic way.

The special sauce of information products is that the knowledge itself is worth paying for.

For example, I might be motivated to pay you to teach me how to design a website, style my natural hair, apply eyeshadow or even bake a cake because the process or system you create for thinking through the required steps actually helps me complete the task, often in a much better way that I would have thought of myself.

Now, here's the thing:

Even if you've been overwhelmed/underwhelmed with seemingly scammy folks pushing less-than-stellar information products, I want to assure you ... you can make money and still be ethical all at the same dang time. Today, we'll explore exactly how to do that.

WHAT IS AN INFOPRENEUR? CAN YOU DO THIS?

An infopreneur is ...

What is ONE thing (we'll get to more later) I can talk to people all day and night about?

FROM EXPERIENCE TO MARKETABLE GENIUS

You have information inside your mind that people want – that people will be motivated to pay for when you properly market the product. You see, you have experiences, skills, talents and brilliance brewing in your brain that people are waiting for you to release.

Yes, they need what you do, but they also need what you KNOW. But before you can transform what's in your head into a marketable genius 'product', you first gotta identify what you know AND trust your ability to use it to serve others.

Before we identify your specific marketable genius, let's meet Freddy, Catherine and Elaine ...

MARKETABLE AVATARS



FREELANCER FREDDY

Background: A creative genius who uses superpowers solely to serve others or bankroll other folks' dreams

Primary Money Move: 1:1 Service

CORPORATE CATHERINE

Background: A smart, professional manager raised in Corporate America

Primary Money Move: 1:1 Service





EXPERIENCED ELAINE

Background: The go-to for free advice, guidance and sprinkles of fairy dust

Primary Money Move: FREE advice

YOUR TURN - WHO ARE YOU? WHAT IS YOUR GENIUS?

WHO ARE YOU?

Which of the avatars do you best identify with? It's okay to fall into more than one category.

WHAT IS YOUR MARKETABLE GENIUS?

Now, complete the statements below to brainstorm your streams of expertise:

Things I have done or are doing in my job are

Things I am formally trained in are

Things I have personally overcome are

Things I am formally educated in are

Things I have helped other people overcome are

14 WAYS TO PACKAGE YOUR MARKETABLE GENIUS

WAY #1: CHALLENGES/DETOXES

A specific set of steps, strategies, ideas or tiny wins will help you lead your audience all the way through to accomplish a particular goal. You can share the challenge/detox information via email, social media prompts, online events or an online community. Typically priced at \$100 or less.

WAY #2: ONLINE CONFERENCES/TELESUMMITS

A set of live or pre-recorded guest interviews or lessons focused on one core topic. Typically priced at \$200 or less.

WAY #3: MEMBERSHIP SERVICES

A collection of formulas, lessons or files (usually accompanied by an online community) focused on one core topic. Typically priced at a monthly average price of \$200 or less.

WAY #4: EMAIL COURSES

A set of strategies, steps, lessons, tips or ideas strung together in a logical order and distributed on a set schedule via email. Typically priced at \$100 or less.

WAY #5: SOFTWARE/APPS

A digital tool or phone application that helps audiences handle tasks or complete a function in their lives or businesses. For example, an app that reviews and corrects your grammar or one that helps freelancers track their time.

WAY #6: DIGITAL TEMPLATES/SCRIPTS

A product version of your zone of genius. For example, a freelance writer who shares email scripts for prospecting or a website designer who creates website templates that can be sold to more than one business owner.

WAY #7: ONLINE WORKSHOPS

Live or pre-recorded lessons generally delivered with a slide presentation and workbook for your audience to follow along. Typically priced at \$200 or less.

WAY #8: ONLINE COURSES

Involves lessons, homework assignments, tutorials, 1:1 or group guidance delivered in a sequential way that positions participants to learn a specific skill or process. Typically priced between \$300 to \$2500, depending on length, features and the skill level being taught.

WAY #9: MASTERMINDS

A group of people (generally 25 or less) who gather online (or in person) on a set schedule (weekly, biweekly, monthly) to help each other grow and move toward achieving a specific goal. Generally, you offer set topics to lead the discussions and keep participants on pace to meet the intended goal. Usually priced at \$100 to \$1500 per month.

WAY #10: SUBSCRIPTION SERVICES

A delivery of digital or physical items all centered around a core theme/topic that is distributed on a set schedule – weekly, monthly, quarterly or annually. Think: Birch Box, magazine, tutorial videos, a collection of hair/body products, apparel and so on. Typically priced \$75 and less.

WAY #11: GROUP COACHING

A set of scheduled live or pre-recorded coaching sessions intended to guide a few of your clients through a specific process all while giving participants the opportunity to support and learn from each other. Differs from a mastermind in that the lessons are generally more distinct and guided because every participant has the exact same goal. Typically priced at \$400/month per client or less.

WAY #12: BOOTCAMPS

A recurring, themed set of live lessons combined to reach a desired outcome for your audience. For example, an Instagram Bootcamp, Content Creation Bootcamp, Tame Your Natural Hair Bootcamp. Typically priced at \$100 or less per participant. Bootcamps differ from masterminds and group coaching in that they typically require less hands-on support as lessons are delivered live with minimal individual interaction or personal scenarios.

WAY #13: BRAND/LIFE AUDITS

An actionable set of suggestions, key steps to improve a client's life, business, health, website, social media presence, style, writing and so on. You can deliver this information as a live call, an audio file, video feedback or a PDF. Typically priced at \$500 or less.

WAY #14: DO YOU, BOO

This list is intended to show you the possibilities, not limit you. So be creative with your money moves. An information product is anything you can create using the brilliance brewing inside your brain. The wisdom nobody can take from you. The stuff that makes YOU often imitated ... never duplicated!

YOUR TURN - IDENTIFY YOUR DESIRED PRODUCT FORMAT

Choose up to 3 information product formats you can get the ball rolling with by next week.

- 1. _____

- 2. _____

- 3. _____

FROM EXPERIENCE TO MARKETABLE GENIUS TAKEAWAYS

In this section, you:

- Defined “infopreneur” and what it means for you to produce information products
- Identified your marketable avatar
- Outlined your specific stream(s) of marketable genius
- Uncovered 14 ways you can package up your marketable genius

FINAL NOTES + TAKEAWAYS

FROM GENIUS TO SELLABLE MESSAGE

Now that we've identified your marketable genius, it's time to craft your sellable message ... well almost. You see, you can't craft a message until AFTER you know which core human desire your product addresses.

A QUICK LESSON ON HUMAN DESIRES

Human beings are biologically wired to want these core Hot 8 things:

THE HOT 8

1. Survival and life fulfillment
2. Enjoyment of food/drinks
3. Sexual companionship
4. Freedom from fear, pain and danger
5. Comfy living conditions
6. To outperform/win and keep up with the Joneses
7. Care for and protect loved ones
8. Social approval

Can you argue with ANY of these? Likely not. We ALL want these things – it's human nature. Now, lemme ask you this:

How many times have you selected one or more of these desires and specifically wrote your sales or marketing content around it?

While you think on that, I want you to know this:

When you craft a sales message around any of these 8 desires, you'll undoubtedly tap into the essence of what makes humans tick. And by doing so, you'll be more likely to persuade people to take action.

You see, folks buy because of emotion and they use logic to justify their buying decisions. So when you want people to BUY, you gotta force an emotional response by addressing a fundamental want or need.

Now, before you get all excited about the Hot 8, here are nine more secondary human desires that can push folks to smack the buy button:

THE SECONDARY 9

1. Knowledge
2. Curiosity
3. Cleanliness
4. Efficiency
5. Convenience
6. Dependability/quality
7. Expression of style/beauty
8. Bargain
9. Economy/profit

So why are desires so important?

A desire is a drive or tension you experience when one of your human desires are not met. Now, from a marketing/sales perspective, when you appeal to human desires, you create a tension that motivates the individual to take an action that will fulfill that desire as fast as possible.

And that's why if you want to create profitable information products, you must appeal first to human desires, rather than to who they are, what they look like or where they live. You see, desires are what connects us all and propels us to take action.

Alright, we're cooking with hot grease now. 😊 Let's look at some ways you can brainstorm information product ideas.

LET THE BRAINSTORMING BEGIN ...

WAY #1: QUESTIONS

What are some things folks are always asking you about? What questions do your clients generally ask? What struggles do a lot of prospects talk about during your discovery calls? The answers to these questions could be a HOT topic for your information product.

WAY #2: SHOW PEOPLE HOW TO DO WHAT YOU DO

Maybe folks want to know how you launched your freelance business or how you landed your first 10 clients, how you hit six figures or how you organize your tasks without going insane. You can create information products to teach them how you do your thang.

WAY #3: MIND BLOWN

What mindset shifts does your average client need to make before fully benefiting from your genius? For example, do they need to get over their fear of the camera before engaging in a media push? You can create an information product that teaches them how to change the way they think so they can be prepared to move to the next step in achieving their life or business goals.

WAY #4: AUTOMATIC BESTIES

What type of information product – membership program, group coaching, mastermind – can you create that will allow your audience to bask in the glory of a community of cheerleaders, butt kickers and motivation magicians so they feel supported in their journey?

WAY #5: PROGRESS TRACKERS

Devotionals, planners, progress apps, challenges and bootcamps are all great ways to motivate your audience to stay on task. What types of information products can you develop to showcase your audience's accomplishments and track their progress toward the "end zone"?

WAY #6: CONFESSIONS

Is there anything you had to learn the hard way or even unlearn or a period of time? How can you compile your confessionals of missteps and triumphs into an ultimate resource?

WAY #7: CURRENT CONTENT

What summaries, checklists, feedback sessions and audits have you already created that can be combined into or expanded upon to develop a full information product? What can you do to make money from your content as is?

SECURE THE BAG ALERT: Amazon is a great source for finding topics to fill in the information gap with your zone of genius. Simply find a book on your topic and scroll through the REVIEWS in search of unanswered questions.

This will allow you to position your product in a way that ANSWERS those questions and whets the appetites of folks who didn't get what they needed from books and other existing information products. From there, you can jot down a list of about 25 questions and started narrowing it what you consider to be a manageable topic.

CRAFT YOUR SELLABLE MESSAGE

Having a poppin' product description/mini-sales page that sells even when you're not in the room or livestreaming is the secret to creating profitable information products.

So first things first – you gotta plan your product by crafting a summary. The product summary is simply an exercise in putting your ideas on paper. It will also form the basis of your sales message.

No need to worry about grammar, spine-tingling sentences or any of that stuff because, in many cases, the product overview will be for your eyes only.

In the product summary, you want to identify the following:

Product Goal: Craft a short statement that summarizes why you're creating the course.

Buyer/Participant Outcome: Craft a brief statement outlining WHO is the ideal customer and WHAT he/she can expect to gain from investing in your product.

Info-Selling Model: Identify how you'll deliver the information and for what duration.

Authority Anecdote: Craft a brief statement outlining what gives you the street cred to deliver the product.

Pricing: Determine your money goal and work backward until you land on the per unit/participant price you need to accomplish your money goal.

Module Map (Optional): If you're creating a course or a masterclass, you'll need to create a list of bullets that map out each module or segment of your masterclass in a way that's easily consumable. Be sure to tie a result to each module or section, so your participants can achieve little wins along the way.

Once you have your notes all ready to go, let's dig into crafting the product description ...

The first thing I want you to know is this is NOT training on how to craft a full-blown sales page. The idea behind your digital product is that you'll price it at the "no-brainer level," which is below \$50 or \$100, depending on your audience.

What I'm saying is you likely won't need a 20-page sales page to sell a \$25 eBook or a \$47 Masterclass.

Got it? Cool! Now, let's dig into writing your product description/mini-sales page:

STEP #1: WHAT'S THE MESSAGE, BOO?

Use your product summary notes to craft the CORE message of your product.

For example, the core message for W.E.R.K. Your Website is to "get the inside scoop on flooding your website with words that make you money" and to "take your site from pretty to profitable."

The core message for this Masterclass is "teaching you how to package your genius into a profitable online product for repeatable revenue."

See how short, snappy and direct these phrases are? You need to tell folks exactly what your digital product is all about in as few words as possible so they can remember the core message.

STEP #2: CRAFT YOUR BODACIOUS BULLETS

The great thing about starting with a strong core message is it allows you to build smack-the-buy-button copy around it.

In this step, you'll craft a bulleted list (5-7 bullets on average) outlining the core benefits of your digital product. Now, notice I said "benefits" because we're not going to waste bullets on listing WHAT you'll get inside the digital product. Nope. Instead, we want to give prospects a whiff inside the product features AND details on why they need it.

Here's my secret formula for writing bodacious bullets that sell the benefits:

FEATURE FACT + IRRESISTIBLE BENEFIT = READER ACTION

Now, the **Feature Fact** is the tangible, obvious thing you get. Like a car with four doors. A yellow pencil. Four hours of coaching videos.

The **Irresistible Benefit** is the not-so-obvious yet super valuable component of your offer. For example, a car with four doors offers more room for everyone in the family. A yellow pencil is easy to spot in a cluttered desk drawer. Four hours of coaching gives you the step-by-step process of crafting irresistible sales pages.

You see, when you add an irresistible benefit to a factual statement or claim, you increase the likelihood the reader will take action. Why?

Because adding a benefit takes the focus away from your product and service and puts it on the reader's wants and desires. Now, undoubtedly your soul smiles every single time you talk about your business, your services and your work. Maybe you're excited about the new course you just launched to help folks create dazzling DIY designs.

Or you just learned a new skill and packaged up all your wisdom into a badass eBook. You're selling your course or eBook, so naturally, you want to flood your sales page with all the incredible features of these excellent products. Right?

Nope! The cold, hard truth is that nobody cares about you, your services or your info products. Sounds crude I know, but it's true. Folks are only interested in themselves.

Let me close out this topic with the 4 core rules of writing bullets:

State your promise. Express a clear benefit and promise for the reader.

Make 'em bodacious. Treat your bullet points like mini-headlines – use them to engage and fascinate readers.

Be consistent. Bullets are not necessarily always sentences, but they should complement one another and have a consistent flow of style.

Avoid bullet clutter. Keep sub-bullets to a minimum. This is NOT an outline of features; it's a list of benefits to entice your reader.

STEP #3: PUT IT ALL TOGETHER

Now that you have a core message and bodacious bullets, it's time to put it all together to form a poppin' product description or mini-sales page.

Start your page with a brief description of your reader's problems. You can do this with questions or a couple of sentences.

Insert a short story that gives the reader a glimpse inside the promised land – the place where her troubles have vanished, and she’s using her product to change her business or life for the better.

Include your list of bodacious bullets to seal the deal on what the buyer will get and WHY they should buy.

Add testimonials if you have them.

Include 2 to 3 buy buttons on the page if it’s a mini-sales page. If it’s a store product description, you only need one buy button.

Lastly, use your core message to craft a preliminary headline and subheading. Now in the next section, we’ll talk about naming your digital product, which will come in handy if you want your main headline to be the title of your digital product.

Here are a few examples of product descriptions and mini-sales pages:

Video Course: <http://thecopycloset.com/fastmoneyvidcourse/>

Book Sales Page: <http://baab.biz/shots-fired/>

Masterclass: <http://thecopycloset.com/moneymoves/>

Online Store Product Description: <http://baab.biz/product/write-like-boss-masterclass/>

YOUR TURN - WHAT IS YOUR SELLABLE MESSAGE?

Use this section to craft your sellable message.

CREATE AN OMG-INDUCING PRODUCT NAME

Creating an OMG-inducing product name is hard ... BUT not impossible. You see, the trick is knowing what the words that appeal to your audience are ones that trigger them to take action.

On top of that, you have to choose a product name that YOU feel comfortable saying and promoting. Real talk ... if you're not excited about it every time you say it, your people will catch up on that, and they won't be excited either.

Outside of choosing the right words and being excited, here are the steps I use to bang out OMG-inducing digital product names:

STEP #1: KEEP IT SHORT AND SASSY

A great product name is memorable. You see, you want people to leave your live broadcasts or sales page remembering the name of your product – even if they didn't buy right away. So the next time you say it or they see it, it will feel familiar and they'll be more likely to smack the buy button.

Here are some steps you want to take when naming your digital products:

Keep the name of your digital product to 5 words or less. For example, “Copywriting Quickies,” “W.E.R.K. Your Website,” *F.A.S.T. Money, Shots Fired*, “Slay Your Sales Page Masterclass.” See how these titles are short and sassy? I craft titles using language that appeals to my audience.

Add a subheadline to anchor the headline and let readers know even more about the benefits of your product. For example, *Are You Ready for the Yes? How to Prep Your Brand for Lucrative Opportunities*. Or *Shots Fired! How to Write Copy that Pierces Hearts (And Opens Wallets)*.

Use acronyms. I LOVE acronyms. Did I already tell you that? You see, they allow you to not only build content around the meaning of the acronym, but you can also craft an engaging, enticing and mysterious title that'll have folks racing to smack the buy button.

Add a little alliteration. Alliteration means “the occurrence of the same letter or sound at the beginning of adjacent or closely connected words.” For example, “Slay Your Sales Page Masterclass” or “Bodacious Bullets Masterclass.” Alliteration is another element that makes your product name memorable and intriguing.

STEP #2: STEER CLEAR OF HIP WORDS FOR SIGNATURE PRODUCTS

If you're creating a digital product you plan to sell years from now, you'll want to steer clear of “here-today-gone-tomorrow” lingo. For example, you can certainly name your digital product, “How to Get Lit on Livestream,” but will that make sense to your audience next year? Or will “lit” be just another played out slang term?

You have to think about these things when naming your products. Now, you know I love using hip lingo, so I'm not saying don't use it at all, I'm just saying be careful when naming your product.

Here's the thing:

You can always go in and modify section titles and names, but it's much harder to change the name of a product that's already hot in your market.

STEP #3: PAY CLOSE ATTENTION TO YOUR PEEPS

Listening to your audience is a great way to pick up on keywords in your product title. To come up with W.E.R.K. Your Website, I paid attention to how my audience responded to my use of WERK in general. I shared posts related to #WERKEthics a few weeks before deciding on the name of the online course. Because of the high level of engagement, I knew I'd found a winner. I did the same thing with *F.A.S.T. Money* and *Shots Fired*.

And that takes us to Step #4.

STEP #4: HASHTAG YOUR PRODUCT NAME

I hashtag my product names. Why? Hashtags allow me to gauge engagement and encourage excitement about the topic. I've done this so much that I won't create a product name that's not "hashtagable." Here are a few of my most popular ones:

#FASTMoney
#ShotsFired
#WERKEthics
#WriteLikeABOSS
#SlayYourSalesPage

Let me bottom line all this for you:

An OMG-inducing product name appeals to your audience AND feels incredible rolling off your tongue. If you don't have both, you haven't come up with a winning name yet.

YOUR TURN - WHAT CAN YOU CALL YOUR PRODUCT?

1. Jot down 3 to 5 key phrases your audience uses to describe their desires and goals.

2. Brainstorm 3 possible product names (remember to keep your names to 5 words to less).

3. Brainstorm a few possible subheadings. Use <http://www.aminstitute.com/headline/index.htm> or <https://www.portent.com/tools/title-maker> to get your creative juices flowing.

FROM GENIUS TO SELLABLE MESSAGE TAKEAWAYS

In this section, you:

- Uncovered undeniable human desires
- Brainstormed information product ideas
- Created your sellable message
- Crafted your OMG-inducing product names

FINAL NOTES + TAKEAWAYS

FROM MESSAGE TO PROFITABLE PRODUCT

Ever wonder why some products sell like funnel cakes at a carnival while others don't? Oftentimes, the answer lies with whether you effectively communicated the value of the investment (time, money and effort) for a specific target audience.

You see, buyers go through various mental stages when choosing digital products. Now, a lower price point can send them through those stages faster, but they'll still likely consider the following:

STAGES OF SKEPTICISM

STAGE #1: WHAT IS THIS? DOES IT APPLY TO MY SITUATION? WILL IT WORK FOR ME?

You will need to directly and indirectly communicate how much your product applies to people who share your reader's struggles. Basically, your reader will want to SEE herself in your solution. To do this, your offer will need to be clear and concise.

Now, you can use video, written language, images, testimonials, avatar stories and so on but you'll need a message that assures the reader this is for her, it does apply to her situation and it will work (when she puts in the work).

STAGE #2: DO I LIKE THIS PERSON AND WILL I WANT TO PUT UP WITH THEM DURING THIS PROCESS? IS THIS PERSON RELATABLE?

If you can move your prospect past Level #1, she's likely considering whether she vibes with your personality. You see, nobody wants to spend hours, weeks or months with a boring individual who has no excitement, personality or passion for the topic.

Now, even when you display all those things, you'll still need to showcase your ability to answer on-the-spot questions and to deliver a logical process or system.

STAGE #3: IS THIS TRULY MAKING MY LIFE EASIER? IS THIS SOMETHING I CAN SIMPLY GOOGLE?

You'll need to convince your prospect that your content is more complete and easier to digest and implement than someone else's product or in cuddling up with Google. To do this, you'll need to put a unique spin on the information by showcasing a "different" way of doing things or showing how you went (or took a client) from struggle to triumph using this same strategy, process or whatever.

STAGE #4: WHAT WILL I GET FROM THIS?

During this stage, the prospect will question whether the product is an investment or an expense. It's your job to showcase the benefits of the offer in a way that shows prospects what they will get from the profit (refer back to human desires) and how they can use the information to enhance the quality of their lives, improve their businesses and so on.

If no real benefit is demonstrated, the prospect will see the product as an expense and will likely move on without buying.

PLAN FOR PROFITABILITY

What does it mean to “plan for profitability”? Planning for profitability simply means you must set realistic revenue goals and keep track of your product budget.

First, you shouldn’t incur huge expenses to create information products. However, you will need to keep a watchful eye on your money. Here is a list of my normal expenses for information products:

1. Product delivery provider (I use my website now)
2. Payment processing software
3. Email automation tool
4. Facebook ads
5. Contractors (editor, proofreader, designer)

Now, to estimate revenue for my very first digital product, I tallied up the number of people on my email list, in my social media networks and affiliate relationships and broke down my per buyer cost based on my revenue goal.

So, let’s say you want to make \$1000 and you have a list of 300 engaged people on your email list, 1,000 people on your Facebook Page, 2,000 followers on Instagram and another 1,000 connections on LinkedIn.

You’ve got a tribe of about 4,300 – not counting possible duplicates. So, from there, I estimate about 3% of my audience will buy. That leaves me with 129 “strong possibles.” (*If you’ve ever played Spades, you know exactly what I mean here. LOL*)

Now, the average conversion assumption is about 1 to 3% for email and nearly double that for live sales pitches. Of course, these are just stats, and your actual conversion rate will depend on the engagement level of your fans.

And now, it’s time to determine your per-unit cost. If you want to make \$1,000 from 129 possible prospects, you’ll need to set your per-unit price at a whopping \$7.75 + 20% for expenses, which leaves you with a per-unit rate of \$9.30.

PROMOTE WITH PURPOSE

You’ve likely heard stories sell. But you may not know how to use them to sell. Now, imagine your promotional strategy as a book with chapters. Today, you uncover chapter one and the various angles it addresses. Tomorrow, chapter 2 and so on.

See, how in this example, every story is connected just as they’d be in a book? That’s how you should approach your promotional strategy. Every story you share should be on the previous story or reveal a different/new angle of the previous story.

To do this effectively, break down your offering into “show-me” stories that back up your claims and promises.

Here are some topics your show-me stories should cover:

TOPIC #1: WHY YOU SHOULD LISTEN TO ME

Details your experience with the topic and what gives you the audacity to teach on this topic. Confidence is necessary here.

TOPIC #2: WHAT GIVES ME STREET CRED TO SHARE THIS INFO

Details your background, academics, expertise, skills and other things that validate your authority.

TOPIC #3: HOW THIS STRATEGY/PROCESS/THING HAS HELPED OTHERS

Shows how you’ve used what you’re teaching to benefit others.

TOPIC #4: HOW THIS CAN HELP YOU

Gives the prospect a glimpse inside the Promised Land so they can see firsthand how their lives/businesses will change after investing.

TOPIC #5: STRUGGLE TO SUPERSTAR

Details your personal rags to riches story and puts your success within reach for people who started out like you.

For example, let’s say you’re promoting a \$47 webinar on Making \$10K on Facebook. Some post/story ideas you’d want to rotate include:

1. A story on how you make money on Facebook
2. A story on how your client has made money on Facebook
3. Screenshots of high-converting Facebook ads
4. Screenshots of highly engaging Facebook posts
5. Three tips on making \$500 in an hour on Facebook
6. A best-kept secret on how to boost engagement on Facebook
7. A straight-up sales pitch for the webinar

See how I took that one promotional theme and flipped it into tiny bites of useful information for your audience? That’s how you make it happen on social media.

You see, an age-old marketing rule says people need to see your information at least 7 times before they make a decision. Well, this way, you’re not ramming the same thing down people’s throats. Instead, you’re rolling with a theme and flipping that bad boy so it feels new every time you talk about it.

I made \$1,350 from THIS ONE POST and it's NOT a Facebook ad. How? I told an intriguing, RELATABLE story that pierced the hearts of my audience without slapping them upside the head with a sales pitch.



Apryl Steadman Beverly

March 13 at 11:48am · 🌐 ▼

Real talk ... I don't do business on the weekends, but I'm about that profitability life every single day.

Lemme explain:

This is a pic of me teaching Alston how to skate this past weekend.

Now what you don't see is in addition to him falling RIGHT after this pic was snapped, 🤔😭 I still managed to have fun all weekend long AND make money in my business without being glued to my MacBook.

Here's how it all went down:

*Friday night: The hubby and I sang and danced at the Cleveland R&B Festival. All while the coins were rolling in.

*Saturday: I took my son to his cousins' birthday parties for 4 hours of skating, arcade games, jungle gyms, cake and pizza. All while the coins were rolling in.

*Sunday: The Beverly clan went to the bowling alley for 3 hours of bowling and more arcade games. All while the coins were rolling in.

Here's the thing:

Over my fun-filled weekend, I raked in \$3,173.10 between my PayPal and Stripe accounts. Now, some of ya'll might be saying that's "chump change," and that's cool. But please know, this "change" had my bank account smiling like the Kool-Aid kid.

Here's the lesson in all of this: I'm no unicorn with a bag of fairy dust manifesting money. I'm just a regular ole' "can't-stop-won't-stop" biz chick who knows how to make her words WERK.

And you too can do the same. Here's a little something to get you headed in the right direction: <http://bit.ly/werkitgirl>. #WerkEthics #NoBizWeekends



Instagram Post

After posting THIS on Instagram, F.A.S.T. Money jumped from #17 to #6, even though the story was NOT a direct sales promo.



And the list goes on and on with the amount of money and engagement I have attracted from social media.

In addition to social media, you can promote your infoproducts using a variety of methods, including:

- Written content (articles, blog posts)
- Live video broadcasts
- Video series
- Email tips/courses
- Pre-recorded videos
- Telesummits
- Social media ads
- Email list broadcasts
- Affiliates
- Landing page

AUTOMATE YOUR AWESOME

Now, I gotta tell you – messaging is just ONE piece of crafting, selling and distributing your information products. You see, you need technology to make it all come together.

And here, I’m spilling the tea on the technology I either currently use or have used to make my digital product dreams come true.

One last thing before we dive into the techie list ...

Please for the love of all things holy, consider your time as well as the cost of outsourcing. Some folks will get sticker shock from a vendor's quote and then spend 30 hours trying to figure out the action – which costs them more money in the end.

I am the first to say I do not and will not do everything myself. My time is valuable, and my clients would much rather prefer I spend it slinging money-making messages for them instead of tinkering with the tech setup of an email sales funnel.

Make sense?

Alright, let's get to the techie talk.

PAYMENT PROCESSORS

Yes, there's no need in spending time packaging up an incredible digital product if you have no idea how you're going to get paid. Get your money with one of these payment processors:

1. PayPal
2. WooCommerce
3. Moonclerk
4. Stripe
5. DPD

Obviously, there's plenty more, but I'm only listing software I have personally used.

DIGITAL PRODUCT DISTRIBUTION

So, the whole idea behind digital products is they require LESS of you. And that's why you certainly need some automation in your life. These tools allow you to setup immediate delivery of an email or the goods themselves, so your buyer experiences your stellar customer service without you having to bang out 1,000 emails.

1. WooCommerce
2. Moonclerk
3. DPD
4. Amazon (for eBooks)

EMAIL AUTOMATION

Now, I love using the payment processor/digital product distribution to deliver that initial buyer email. However, if you want to stay connected with your customer and offer them more of your incredible stuff (which I'm sure you do), then email automation software will certainly be your BFF. I've used:

1. MailerLite (FREE)
2. MailChimp
3. ConvertKit
4. GetResponse

Here's what I want you to know:

Choose tools that are easy for you to use and maintain. PLUS, make sure they fit your budget. You see, it's tough bouncing around to this tool and that one after you've already set everything up only to find out you can't afford the monthly payment.

Secure the Bag Alert: If you're hosting an online event – webinar, masterclass, and so on, try Eventbrite. They charge you a little off the top, but you can setup the event, email attendees, accept payments and export your participant list all from ONE place. I used it for several events when I first started out and loved the ease of it.

DOPE DIGITAL PRODUCT OUTLINE

When creating information products, you'll want to identify the following:

Product/Service Goal: Craft a short statement that summarizes why you're creating the product.

Participant Outcome: Craft a brief statement outlining WHO is the ideal buyer, WHAT is their core desire(s) and WHAT he/she can expect to gain from investing in your product/service.

Delivery Platform: Identify how you'll deliver the information and for how long. For example, is it a 4-week course, a 2-hour workshop and so on.

Authority Anecdote: Craft a brief statement outlining what gives you the street cred to deliver the strategy, process and so on.

Pricing Strategy: Determine your money goal and work backwards until you land on the per participant price you need to accomplish your money goal. For example, if your goal is to make \$5000, you'll need 10 participants if you charge \$500. If you charge \$250, you'll need 20 participants.

Product/Service Map: Create a list of bullets that map out each segment/core feature of your product in a way that's easily consumable. Be sure to tie a result to each segment or a benefit to each feature, so your participants can easily see the value of the investment.

YOUR DOPE DIGITAL PRODUCT OUTLINE

1. Product Goal

2. Buyer/Participant Outcome

3. Delivery Platform

4. Authority Anecdote

5. Pricing Strategy

6. Product Map

AGAIN ... CAN YOU DO THIS?

“Make people pay at the gate to crawl inside your brain.” – Apryl Beverly

Entrepreneurs love talking about how we were able to overcome struggles. In fact, some biz folks love it so much that they allow folks to crawl inside their brains without first paying at the gate.

I know because I was one of those people.

Folks would slide up in my Facebook messenger and ask me a gazillion questions:

1. How did you hit the bestseller’s list with both of your books?
2. How did you get your freelancing biz off the ground?
3. Where do you find clients?
4. How do you get people to respond to your cold emails?

You see, I used to spend all my time answering questions for FREE. And then, I’d sit and watch those same people who slid in my inbox create Masterclasses and mini-courses based on the FREE information I shared with them.

No more. I got smart. And after this WERKShop, you’ll stop giving away your free access to your brain, too.

So the question remains ... CAN YOU DO THIS?

Yes, as long as you:

RECOGNIZE YOUR VALUE

The FIRST step to creating a “passive” income is recognizing your brain is filled with valuable information. You see, if you don’t believe your wisdom is valuable, you’re going to have a rough time convincing others it is.

DO LESS, TEACH MORE

This requires a major mindset shift for creatives because we’re so used to “doing” rather than teaching. But the key to “passive” is to spend less time on your craft.

For example, I’m teaching a WERKShop on sales writing. Now, my “craft” is writing marketing and promotional content for businesses, but today, I’m teaching YOU how to do what I do for yourself.

Will you go out and make millions of dollars like I do for my clients? Maybe, but that’s not the point. The point is to educate you today so you leave more knowledge about how to write in a way that serves your audience and makes you money.

You see, becoming more knowledgeable is a RESULT that many creatives downplay.

Here's the thing:

I can write your words all day long. But once I'm done, that's it. You don't get to find out the strategy behind what I wrote. However, when I share the strategy behind what I did, you now have the ability to repeat and manipulate what I did over and over again.

And that right there is the beauty of teaching versus doing.

ATTACH A PRICE TAG TO YOUR GENIUS

Another issue biz folks have with "passive" income is knowing what to charge. Now, while I'm no pricing guru, I do know you need to attach a price tag that'll make it worthwhile for you. For me, there's nothing worse than pricing a passive product so low that I have to drag myself to do it.

PACKAGE YOUR GENIUS TO SOLVE ONE CORE PROBLEM

My personal strategy for generating profit from passive income products is to package my genius in a way that it solves one core problem per product.

For example, in this WERKShop, I'm teaching you how to write business content in a way that serves your audience and makes you money.

But I'm not teaching you the step-by-step process for email marketing, sales page writing, social selling and so on because that'd be overwhelming.

The key to a passive income product is a "quick win." This means, you preset enough information for your participant to apply the lessons and land a quick win that correlates to the results you promised.

MASTER THE ART OF GOAL SETTING

You see, goal setting is a critical step to making money in your business. I know it may sound like some "woo, woo" type stuff, but it's not.

For example, I set goals for revenue, community growth and promotions and I break them down into monthly "money moves," "weekly wakeups" and then again into "daily dopeness." All these goals are linked to my annual and quarterly goals.

Here's a look inside how I set money goals.

GOAL BREAKDOWN

As mentioned, I set annual revenue goals and break that down into monthly, weekly and daily goals. So, let's say my annual goal is \$300,000. That breaks down to:

Monthly: $\$300,000/12 \text{ months} = \$25,000$

Weekly: $\$300,000/52 \text{ weeks} = \$5,769$

Daily: \$300,000/350 days = \$857

Now, that \$857 daily goal feels way more achievable than the weekly or monthly goals when you look at it like this:

- I can sell one sales page for \$1500.
- I can sell two Copy Makeovers at \$599 each.
- I can sell 19 spots for my \$47 class.
- OR if I discount the class at \$27, that means I'll need to sell 40 spots to hit my daily goal.

Here's the thing:

When you have a set goal, you can then look at your products, services and pricing to determine what you need to do to hit that goal.

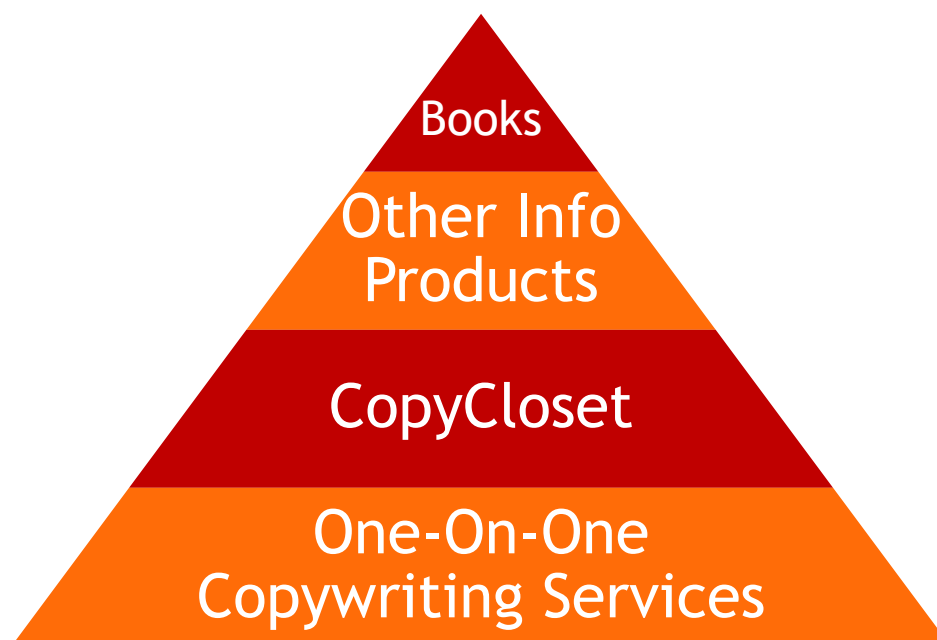
GET YOUR SALES FUNNEL ON POINT

Offer products and services at varying price points. This way, you're constantly moving people into your funnel no matter their budget and you're not doing it all for FREE.

For example, I have two reasonably priced books. With the price of the Kindle versions coming in below \$10, readers get quite a bit of value for an insanely low price. From there, folks can purchase video courses on my site for \$47, enroll in one of my LIVE Masterclasses for \$47/\$97, join the CopyCloset for a monthly fee or book me for one-on-one writing services that carry an investment of \$1,500 to \$20,000 depending on the type of service.

Now, you're not necessarily arranging the funnel based on price, you're arranging it based on the amount of time you must invest to deliver the service or product.

So, when you break this down, my funnel as a service provider looks like this:



MEET YOUR MILLION-DOLLAR WORD STYLIST

Apryl Beverly, the “Million-Dollar Word Stylist” and founder of **BAAB Writing and Marketing Services**, crafts copy that has generated millions in revenue for solo entrepreneurs and some of the top brands in the United States.



Known for her educated, “tell-it-like-it-is” writing style, she recently hit the Amazon Top 5 Best Seller’s List in 3 categories just 24 hours after releasing her first book, *Shots Fired! How to Write Copy that Pierces Hearts (And Opens Wallets)*.

Her recent book, *F.A.S.T. Money!* shot to the No. 1 spot on the Amazon Best Seller’s List 24 hours BEFORE the book’s official release!

In addition to being a sentence slinger, Apryl is a mom to the most amazing kid in the universe and is married to the masterful “money man.”

Learn more about Apryl at baab.biz and download her first bestselling book at shotsfired.co. You can grab your copy of *F.A.S.T. Money!* [here](#).

Ready to really turn your biz into a cash-generating machine? Visit smackthebuybutton.com to get instant access to nearly \$300,000 worth of scripts, video training sessions and tutorials designed to make YOU money.