

Product Genius Workshop

Q&A 3

By Tony Shepherd

By Tony Shepherd
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Morning all...

The first thing to say is that I am available right now to answer any questions you might have.

You can contact me by email: TonyShepherd397@gmail.com

You can live Skype chat with me: tonyshepdirect (please don't voice call me unless we've made a prior arrangement)

Facebook Instant Messenger: <https://www.facebook.com/tonyshepherdhippymarketing> (You might have to 'friend' me first)

I'll be around for the three-week duration of the workshop, Monday to Friday 9am to 5pm GMT

If you're outside the UK time zone or don't overlap in any way you should use email. I'll get back to you.

There might be a delay in getting a reply from me at busy times but I WILL reply.

I'm looking forward to working with you

A handwritten signature in black ink that reads "Tony Shepherd". The signature is stylized with a large, sweeping underline that extends to the right.

Q&A 3



I'm being totally honest and totally transparent with answering these questions.

Just a short one this time.

If you have more Q's or want more detail just content me in one of the ways above and I'll get back to you ASAP and/or answer fully in the next Q&A

Best

Tony

Q.How do you know what format your content will take? Do you decide before it's started?

A. No I usually just start creating.

I have an outline planned usually, notes links, URLs for relevant content that I want to include or reference but I don't always know when I started writing whether it'll be a 40 page PDF or a six module course. It depends on the content itself.

So I might realise after a couple of hours that there's going to be more material than I can fit into a PDF so I'll rejig it.

Likewise I'll start writing and then realise after two paragraphs that I've exhausted what I wanted to say so that content will go into a short report or bulletin or even an email.

Q.How long does it take you to compile your content and crate a product?

I write pretty quickly and once I get an idea in my head it usually flows faster than I can type.

Putting the content together is a bit different. I'll usually open notepad or a word processor and paste an URL to the content I'm using and then write some notes underneath. It's also pretty common for me to cut and paste the URLs and notes into different positions in the notepad as I rearrange the order that I want to write about them in, in the product.

Q.Do you use other content apart from the written word.

A. Yes definitely. YouTube is a great source of info and I often have something playing in the background while I'm working.

I listen to a lot of interviews and factual stuff, in fact almost always factual content. And I pay a lot of attention to video titles on YouTube. For example if I open it right now I can see videos with titles such as '*The origins of Santa Claus*', '*This illegal mod will make your car run better*' and '*Why liberals hate the new Joker movie*' :)

I have no idea what any of the above are about - they might have been created by total wackos, but they also might have some great info for my emails!

Q. Is there a source you visit every day?

A. What a great question.

It's hard to answer really. I used to visit The Warrior Forum every day about it before it sold and for some weird reason I just don't like it much any more so don't visit.

So no, I don't think I have somewhere that I visit every day.

Gmail is the first thing I open every morning to check my emails and of course that means I see other marketer's emails whose lists I'm on which is always good for inspiration but on terms of content not really.

Best

A handwritten signature in black ink that reads "Tony Shepherd". The signature is written in a cursive, flowing style with a long horizontal line extending from the end of the word "Shepherd".