

# Product Genius Workshop

## Module 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](mailto: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.

# Content For Paid Products



**So this module is about where to find content for PAID products\*.** *It's a shorter module than the others because I only use one method. This is it.*

I've never shared this before.

*\*It's important to note that now I'm more experienced, I have developed my own unique approaches, strategies, systems and my business is generating profit I tend to just sit down to write about my business and what I actually do online these days. My content is what I do.*

But I've been where some of you are now. I've had to create products without much in the way of results, reputation, experience or profit. This is how I did it.

## **One of my first information products was a course about how to sell on Ebay.**

It covered selling digital products (which were then mainly loads of reports on a CD-ROM), arbitrage, importing cheap goods to sell, using Ebay to buy and then resell by improving the listing and various other things like that.

There were eight or nine different strategies in my product although I'd only done TWO myself - selling info products and importing (total crap) to sell.

Originally these two were the ONLY strategies in my course but it obviously wasn't going to be enough content to sell as a full course so I needed to find another 6-7 strategies that would be good enough information to make up the rest.

Except I didn't *know* any other strategies

So I did the following:

**I bought an info product for \$47 about how to sell on Ebay by a well-known marketer. It was pretty much *exactly* the same sort of info product that I was intending to produce.**

I knew I couldn't use his information because it would be blatant theft and very probably get me into a lot of legal trouble for copyright infringement.

But I bought it and read it.

And it provided the ideas I needed.

Here's how I converted that information into content I felt I could  
\*safely use

Again do your own due diligence on this. I'm not a legal expert and this information is only for educational purposes.

**I took the idea, and started researching it to find a blog or a site or a resource that shared the same ideas.**

So if we bring this forward to today and use the following example:

*Suppose I need content for a new course about email marketing, and I need chapter ideas.*

I could buy and read an existing course on email marketing and use the *ideas* in my own info products, but NOT the actual information.

The thing is, there is NO new information under the sun really so, somewhere out there on Google is going to be that same info that the guy we bought the course from is charging \$17, \$47, \$97 for, right?

We just need to find it and attribute it to be able to use it in a way that should be safe\* in terms of copyright.

\*Check it out. Make sure

So if one of the chapters we want to use is called '*How To Warm Up A Dead List*' then we just go and Google that phrase.



And BOOM - A shiny new blog article with a lot of good information on it (see above)

Now you have a source that you can attribute.

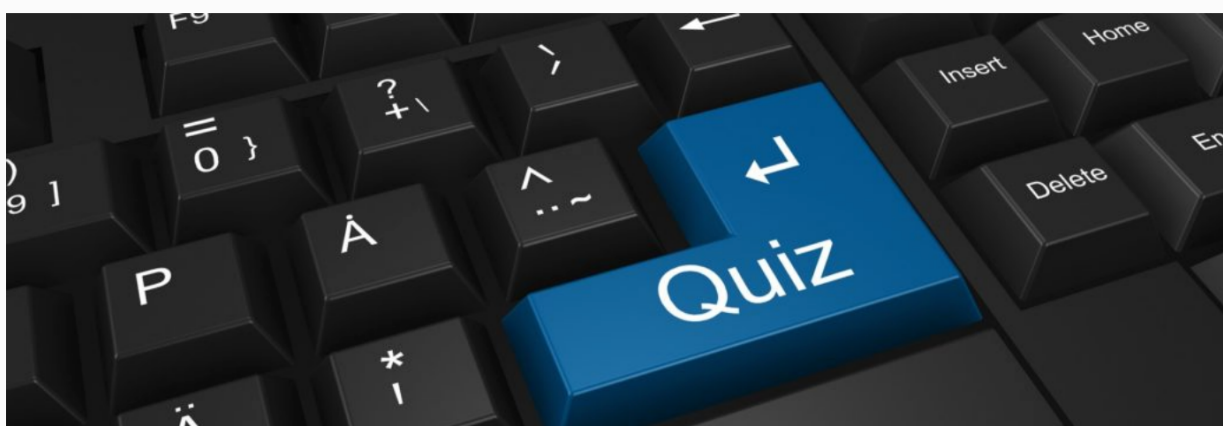
So in your chapter about warming up a dead list you can say that '*On his blog, Brett Fairall gives some excellent advice on this...*'

And then share some of the techniques (such as the quizzes suggestion below)

So in this case, they may have come in with a blueprint, a checklist, some type of a “lead magnet”, but what you're gonna want to do is you're going to want to start slowly building back up to mailing them on a regular basis.

One of the best ways that we've done this is using quizzes, because a quiz is essentially an “at home self assessment” that has a lot of steps built into it.

**Quizzes really warm up the list and also give you a lot of data about who they are.**



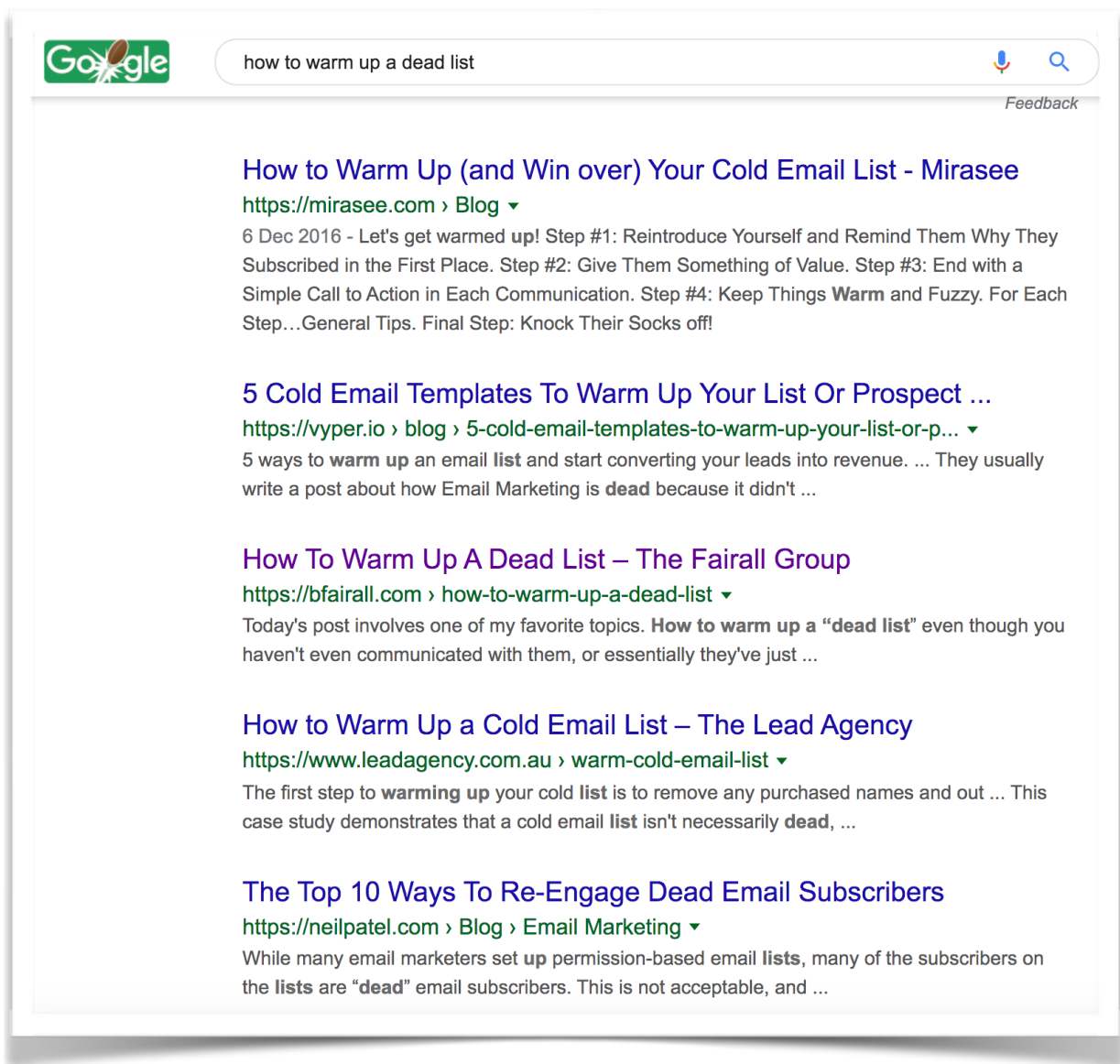
**Rewrite, put your own content in, and add your opinion and experience.**

Use more than one source obviously, **because as you can see from the screenshot of Google below there will be plenty to use:**

You see how it works?

You buy paid a product that is similar to the one you want create.

As close as you can get to be honest.



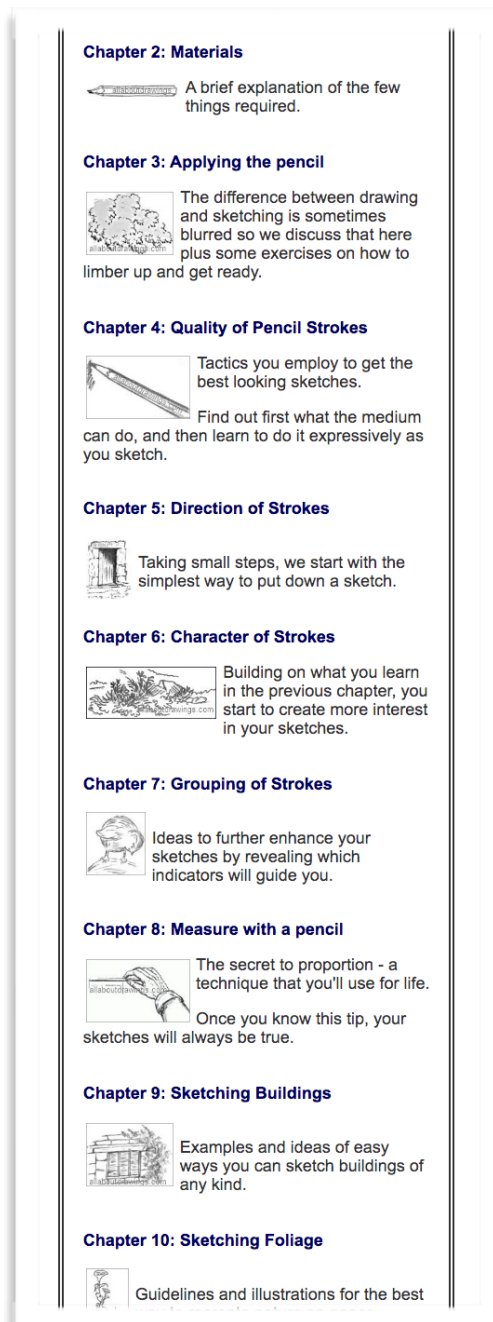
But really you're using the product you purchased NOT to steal their content (which is highly dodgy and very likely to get you into hot water)

Instead you're simply using it as a ***Contents Idea Generator so you know what you need to include in your own product***

Hell, a lot of the time you won't even need to purchase the info product because the sales page will tell you what is included in the product:

Bullet points, product outline, chapter outlines are gold-dust for you when it comes to knowing what you need to include in a similar product

For example this course about **how to learn sketching** (below) pretty much tells us what to go out and Google!

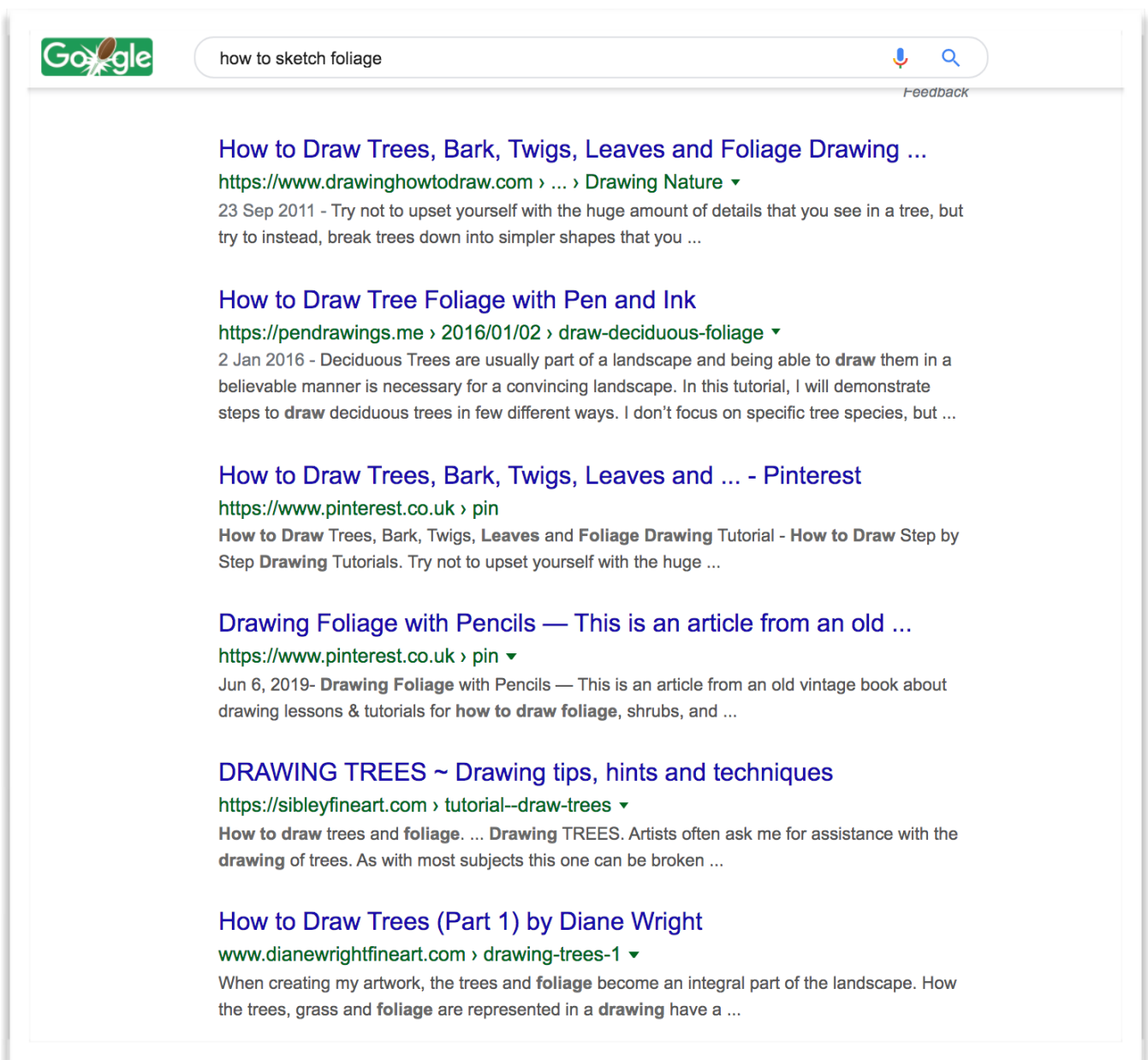


There was a lot more than this but the screenshot would have been pages long!

**Then you just research each individual thing - each chapter or bullet point or item - and you can make it into your own info product without ripping off any content.**

**It's like a map - a blueprint - telling you exactly what you need to include!**

So for example if we look at chapter 10 on the screenshot above '*How to sketch foliage*' and do a quick Google search:



It's all out there - the info is just WAITING for you, free of charge.

It just appears on your computer screen :)

So I simply created the content for my product without attribution using the results that come up.

**And because I didn't even *read* the original product (only the sales page and chapter headings) there is NO danger of inadvertently ripping it off.**

It's up to you.

A lot of Google-able info is generic and non-specific to any one person or organisation so quite frankly it would be impossible to track down where it had come from.

Still cautious?

**If you're worried, keep researching until you find the same information from TWO OR MORE sources.**

It will most likely be worded differently and if more than one source is sharing it, why can't *you* reword it become a third?

The chances are that the people who posted this on their sites found it somewhere else anyway. Hell perhaps the product creator did too.

In fact if you're ever outsourced articles or an ebook from a freelancer or ghostwriter ask yourself where THAT information came from?

Freelancers almost always use online sources to research their projects, so that ebook that you outsourced so it would be '100%

*unique to you'* most likely came from someone else's blog or articles anyway!

In terms of content the only material you can't really use (in my opinion) is someone else's experience that you pass off as your own

It's REALLY stupid to pass off someone else's *experience* that you read about online as your own, but it's fine to *mention* it to illustrate a point.

**It's all content remember, and if it's interesting and it contributes to the size of your product (therefore higher perceived value) then use it. But ATTRIBUTE it.**

I've used many, many stories of how internet marketers I follow got their first break, made a major error, had a breakthrough or had some other kind of discovery and included those stories in my own products.

It's a perfect fit to illustrate your point as long as you give credit where it's due.

Now onto another source.

One of the best ways to find content is books.

how to make money as a blogger book

About 107,000,000 results (0.85 seconds)

See how to make money as a blogger book

Sponsored

|   |                                    |                                    |                                   |                    |                         |  |                                     |  |                                |  |                                   |
|---|------------------------------------|------------------------------------|-----------------------------------|--------------------|-------------------------|--|-------------------------------------|--|--------------------------------|--|-----------------------------------|
|   |                                    |                                    |                                   |                    |                         |  |                                     |  |                                |  |                                   |
| The Laptop Millionaire: How Anyone Can... | My Blogging Secrets: A guide to... | You Are a Badass at Making Mone... | Million Dollar Blog by Natasha... | Blogging Made Easy | The Million Dollar Blog | Make Money Podcasting: How to Start... | The Essential Habits Of 6-Figure... | Make Money From Blogging: How To Start ... | The Mummy Bloggers By Holly... | Blogging for Beginners, Create a Blog... | The Master Money Blueprint: Ho... |
| £13.58                                    | £9.99                              | £14.99                             | £3.29                             | £4.99              | £11.30                  | £7.96                                  | £11.99                              | £8.99                                      | £6.79                          | £19.95                                   | £5.40                             |
| Amazon.co.uk                              | Amazon.co.uk                       | Google Play                        | Used World of Books               | Amazon.co.uk       | Amazon.co.uk            | Amazon.co.uk                           | Amazon.co.uk                        | Amazon.co.uk                               | Wordery                        | Amazon.co.uk                             | Amazon.co.uk                      |
| By Google                                 | By Google                          | By Google                          | By Google                         | By Google          | By Google               | By Google                              | By Google                           | By Google                                  | By Google                      | By Google                                | By Google                         |

Just make sure you use the word 'book' in the Google search box (as above) and I find it handy to use the words 'How To' also.

Amazon is excellent for this.



And if you scroll down to the action that has says 'Customers who bought this item also bought'

Customers who bought this item also bought



Then you get a shedload of ready-made ideas for related products.

Now the author of the book above cleverly uses teaser bullets rather than giving away the secret of what is in his book as you can see below:

**In this book, you'll discover:**

- The **BEST** Topics to Write About (*the SECRET to a wildly successful blog*)
- Getting Setup the **Easy Way** (*step-by-step*) - Hosting, Domain Names, and Content Management System
- The Secrets of Designing a **Beautiful, Responsive** Blog (*quickly and easily*)
- The **#1 Secret** to Instantly Building Rapport w/ Your Audience
- The **MIND-BLOWING** Content Strategy to Attract Hordes of Eager Readers
- How to Create **FACE-MELTINGLY** Good Blog Posts (they'll go viral and generate massive traffic)
- The *Step-by-Step* to Get Featured on the Biggest Blogs, Podcasts, and Websites in Your Industry (*and send a stampede of visitors to your blog*)
- **Email Marketing Magic**
- And much, much more

For example what exactly IS '*The No.1 secret to instantly building rapport with your audience*'?

I have no idea.

You'd have to buy the book to find out, but at £2.43 for the Kindle edition I think you'd definitely make a profit if you created a similar product.

Because he uses teaser bullets he also provides you with ideas of how you could use those on your own sales page for a similar product.

DON'T steal, but there's nothing wrong with learning from another product. He's there to teach or he wouldn't have written the book.

Here's another excellent content source.

These products are already selling so you know the content is of high enough quality to make into a paid product: **UDEMY**

The screenshot shows the UDEMY homepage with a search bar and navigation links. The main section is titled "Business Strategy Courses" and features a list of five courses. Each course card includes a thumbnail, title, instructor name, rating, and price. The courses are:

- MBA in a Box: Business Lessons from a CEO** by 365 Careers. Rating: 4.5 (3,415). Price: £194.99 to £12.09.
- Business Strategy Execution: The Agile/Lean...** by Lawrence M. Miller. Rating: 4.3 (687). Price: £199.99 to £12.09.
- Business Analysis: Conduct a Strategy...** by The BA Guide | Jeremy Aschenbrenner. Rating: 4.4 (446). Price: £164.99 to £12.09.
- THE 8 FACTORS: Gain Clarity & Grow Your...** by Michael C. Bush. Rating: 4.8 (326). Price: £49.99 to £12.09.
- Mergers & Acquisitions - M&A, Valuation & Selling...** by John Colley. Rating: 4.4 (425). Price: £199.99 to £50.00.

Click on any course to get the full content for what you need to research:

The screenshot shows the details of a course titled "Learn How To Build An eCommerce Website Using Wordpress". The course is created by Joe Parys, Justin Nifong, and Joe Parys Academy. It has a rating of 4.0 (41 ratings) and 5,842 students enrolled. The course is updated 9/2015 and is available in English and English [Auto-generated].

**What you'll learn**

- ✓ Learn how to use wordpress to create and build their own professional looking eCommerce websites
- ✓ Understand how to use Wordpress effectively to create an Awesome eCommerce Website
- ✓ Create a high quality website without having to learn how to code
- ✓ Create a professional looking website without spending a fortune

**Course content**

Expand all 32 lectures 02:10:12

- Introduction 05:12
- o Welcomel Preview 01:30

**Preview this course**

**£12.09** £199.99 94% off  
5 hours left at this price!

**Add to cart**

**Buy now**

30-Day Money-Back Guarantee

This course includes

- 2 hours on-demand video
- 1 article
- Full lifetime access
- Access on mobile and TV
- Certificate of Completion

**Share**

Now all the above are sources of content that you need to rewrite, reposition or recreate on some way in order to sell as your own.

Even better if you're a writer - Udemy courses are usually video courses so there's no danger of you just copying. You have to absorb the information, research, add your own opinion and write.

For me this has ALWAYS been the way to go.

I'm only really comfortable with my products being unique, and high-quality. So I research and rewrite. It works really well.

As your confidence and experience grows you'll realise that it's your own opinions, experiences and knowledge that count and you'll create pretty much ALL your products from those.

You'll just sit down and share your knowledge and what's been happening in your business.

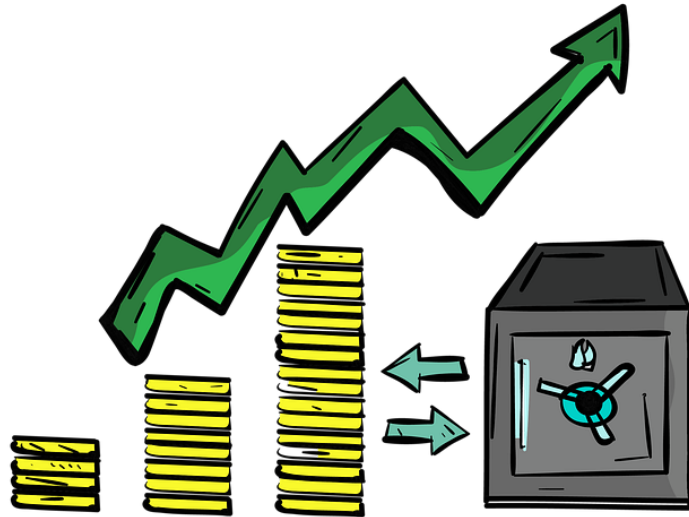
Which is what I do.

I know it's simple but it's DEADLY effective.

**Once you know WHAT you need to include in a product, locating, researching and creating it is EASY**

And I've just told you exactly how to do that ;)

# Profit Strategy



So to give you an overview of my entire content strategy - it goes something like this:

**I always maintain a BIG difference between my paid content and my free content.**

That's really how I make my living.

If you look at my mantra '*I just write stuff and sell it*' it perfectly explains in general, an overview of what I do.

But if you look at WHAT I sell then you can see that I'm basically a teacher.

**I teach people how I make money online.**

I might write about sales copy, my pricing strategy, how I use content, ongoing marketing techniques, checkout techniques to maximise profit and so on...

**But basically the actual THING I do is to teach people how I make money online through my paid products.**

Once that's established, it's a lot easier to understand my profit strategy, which can be easily outlined in the following sentence:

**I NEVER give any of my teaching content away for free!**

There are two very distinct parts to my business.

Firstly my free content which is entertaining, sometimes motivational and sometimes personal...

And secondly my paid content, which is contained in my publications, memberships, courses and coaching.

I might touch on my business strategies in my free content (which is almost always email content these days), but I don't share any in-depth detail at all.

**Which means if you want to know what I do in my business, how I make my income or look inside my techniques, methods and models then you need to buy my products.**

Other marketers disagree with this approach and say you should share your content freely but I don't agree with that, and it works well for me.

*You may ask 'How do new subscribers on your list know the quality of your teaching if they don't see any of it without having to buy?'*

Well the answer is I don't know.

But I have no shortage of buyers.

Maybe they like my emails about boobs and cowboys.

Maybe they can get a feel that I'm reasonably intelligent through my free content and want to know what else I do.

Or maybe my sales pages are very compelling.

I honestly don't know.

But I DO know that when I put something out for sale it's snapped up.

And I *think* that's for two reasons:

- 1. I don't give away my teaching content for free and my readers soon realise that.**
- 2. My free content is good enough to keep people on my list and to be curious about my paid work**

Either way...

In this workshop my intention isn't to justify what I do. (The whole point of having my online business is to do things my own way and not care about what anyone else thinks).

Rather it's just to **show you** what works for me.

And everything I've shown you in these modules is 100% true, and is 100% how I run my business.

It's where I find my content and how I use it.

Hopefully I've given you examples that you actually recognise as being my content as a reader and a buyer of my stuff.

**The thinking behind this is as follows:**

If I was just beginning to start an online business I would rather simply know what is truly working for someone - no bells and whistles.

You can decide whether it's something you want to replicate for yourself, whether it appeals to you or whether you like it in your own time.

The fact is it WORKS - it's a proven internet marketing strategy that has brought me hundreds of thousands of dollars.

You might decide that writing a content email to your list every single day is hard work and that you'll maybe only do it three times a week.

That's fine - I've always encouraged my readers to cherry-pick what they like from my strategies and work them into their own business solutions.

But I can promise you on thing, hand on heart.

And it is that there is nothing in this publication that is made up, fabricated, misconstrued or misrepresented.

You can rest assured that I'm not leaving anything out either.

The content in this workshop is how I run my business, every day and have done for some years.

**You could grab a coffee and come sit down next to me tomorrow morning at my desk and you'd see me doing EXACTLY what I've outlined in this workshop.**

I figured I owe that to you for being extremely valued readers and buyers.

Because it is what I'd want if I was learning this game again.

Transparency

Honesty.

And that's it.

I'm going to go and have a bloody HUGE glass of wine now before my halo slips ;)

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".

**P.S. I know there are going to be tons of questions about the workshop so I'm keeping my contact details OPEN for another week. Just get in touch with me using the contact details in the start of each module and I'm happy to answer anything you need.**