

# *The* **My Online Biz** **Tool Kit**



**The 50-piece toolkit to start, scale and  
sustain your online business!**

## **Tool #5 - 7 Shortcuts To Speed Up Product Creation**

If you're an infoproduct creator and seller, then you're probably going to be creating a LOT of products over time – enough to start filling one sales funnel, and then you'll likely branch out from there.

### **1. Use Licensed Content**

The first method for speeding up content creation is to purchase a license to other people's high-quality content. While there are resell rights available, ideally you should purchase content with private label rights (*PLR*) licensing. This is licensing that gives you the right to modify the content in just about any way you choose so that you can make it unique.

Your first step is to find potential content by running a Google search for your niche keywords followed by terms such as “*PLR*” or “*private label rights*” content. When you find suitable content, then do your due diligence to be sure you're only purchasing from reputable PLR sellers.

Next, you want to make the content your own and make it unique. Here are different ways to do that:

- ⇒ Tweak the content to match your writing voice.
- ⇒ Rewrite the introduction and conclusion.
- ⇒ Add in your own unique tips, examples, stories, etc.
- ⇒ Pull excerpts from the content.
- ⇒ Expand on the content.
- ⇒ Convert the content to different formats (e.g., turn a report into a course).
- ⇒ Compile multiple pieces of PLR content.

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- ⇒ Use webinar or video transcripts as the basis for a report.
- ⇒ Compile blog articles to create a course.
- ⇒ Turn a lead magnet into a video.
- ⇒ Compile multiple pieces of your own content with PLR content.

Whether you've used a piece of content before or not, you can repurpose it for your next product.

And so on – you can use several of these methods to speed up product creation, while creating something completely unique.

Now the next strategy...

## **2. Outsource the Task**

The second strategy is to hire a ghostwriter or other professional to create your content for you.

**TIP:** You can find potential freelancers by posting jobs on freelancing sites such as Upwork.com, Guru.com, PeoplePerHour.com and similar. You can also run a Google search (e.g., "hire ghostwriter") and ask your colleagues and network for recommendations.

The key here is to do your due diligence so that you hire reputable, professional freelancers who'll do great work for you and stick to deadlines. You'll also want to be sure to provide a detailed project brief. The more details you provide in your brief, the better the end result will be.

## **3. Repurpose Your Own Content**

Once you've been in business for a while, you're going to have a lot of your own content spread across your platforms, including your blog, newsletter content, social media content, videos, webinars, lead magnets, paid products and similar.

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You can take and repurpose any piece of content to quickly and easily create a new product.

### For example:

- ⇒ Use webinar or video transcripts as the basis for a report.
- ⇒ Compile blog articles to create a course.
- ⇒ Turn a lead magnet into a video.
- ⇒ Compile multiple pieces of your own content with PLR content.

Whether you've used a piece of content before or not, you can repurpose it for your next product.

## 4. Utilize Technology to Speed Things Up

If you're creating content from scratch, then one way to speed it up is by using a speech-to-text technology such as Dragon Naturally Speaking (*or any number of similar apps*). This is because most people can speak much faster than they can type.

For example, you can easily speak 150 words (*or more*) per minute, whereas an average typing speed is 40 words per minute (*with prolific typists getting to 60-80 words per minute*).

Many of these apps are very good at transcribing your speech right out of the box, so they require very little "*training*." In addition, because they transcribe so well, your editing time is going to be fairly minimal too – not too much difference from the proof and editing time required for when you type content from scratch.

Next...

## 5. Crowdsource With Your Audience

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Another great technique for creating certain types of products fast is to crowdsource the content with people in your own audience. This doesn't work for every type of content, but it's especially good when you're compiling lists, such as a list of tips, a list of mistakes, a list of tools and similar.

For example, you can ask your audience to share their very best weight-loss tips and then compile these tips into a report. Be sure to give a free copy of this product to everyone who contributed to it. As a nice benefit, many of the people who collaborated with you will also promote the product on social media and other niche communities.

### **6. Co-Author With Other Experts**

If you want to get expert- level information from *"the crowd,"* then you'll want to approach other experts directly and ask them to contribute to your product.

One way to do this is by collaborating with well-known experts in your niche – the *"big names"* everyone knows. Another way to do it is by working with people whose names are unknown in your niche, but their job titles are respected, and they're viewed as authorities.

For example, if you were writing about health, you'd approach doctors, nurses and other healthcare professionals.

### **7. Bundle and Splinter Content**

The final way to speed up product creation is to bundle or splinter a package of content. In other words, you might create a home-study course as your core offer, then you can fill in other parts of your sales funnel with pieces of that package.

For example, you can offer one module of a course as a lead magnet. You can offer some of the tools from the course (*such as checklists*) as a tripwire offer. As such, this strategy lets you create one product and quickly turn it into a total of three products.

You can also bundle products.

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For example, if you have several reports that you've used as lead magnets and paid products, you can bundle them to create a premium product.

### **Conclusion**

As you just discovered, you can and should speed up product creation whenever you can. I encourage you to use multiple strategies that you just learned to see which ones are a good fit for you. You can even use multiple strategies at once, such as by using PLR content and hiring a freelancer to tweak it to make it unique. The main thing is to get started!