

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



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

Tool #7 - The Top 10 Ways To Make Your Information Product Stand Out In The Crowd

Take a look around your niche. *You have quite a few competitors, don't you?* On the one hand, that's a sign of a healthy (*profitable*) market. On the other hand, you might be wondering how to make your information product stand out from the crowd.

Here are ten really good ways...

1. Offer Unique Information

Have you developed a new strategy in your niche? If so, that's a great way to stand out from the crowd. However, even if you haven't developed something major, I'm betting you still know a few tips and tricks in your niche that others aren't talking about. If you share this sort of unique information not only in your paid content but in the content you use to presell the offer, people are going to learn that you provide unique information – and they're going to grab your products just for that reason.

2. Provide a Unique Presentation

Most people who share how-to information share it in a basic step-by-step format. Step 1, do this... Step 2, do that. You can make your content stand out from these “cookie cutter” formats by presenting it in a unique way.

Specifically:

⇒ Use alliteration. Here each step starts with the same letter.

E.G., Define Your Target Market... Develop Your Headline...

⇒ Acronym. Here the first letter of each step corresponds to a letter in an acronym. For example, if you're sharing a four-step system for setting up a

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B.L.O.G., then the first step would start with B (E.G., “Build Your Website”), the second step would start with L, and so on.

Next...

3. Develop a USP

A USP (*unique selling point*) is a benefit you offer to customers that your competitors don't offer. It's the “*reason why*” your prospects should buy from you.

For example, one of Jimmy D. Brown's claims to fame is that he helped develop the PLR industry as we know it. As such, when he sells PLR, he can use the USP that he's the guy who invented the whole industry, so you know he's got premium content.

Now think about your product. *Were you “first” in some category? Is it presented in a unique way? Do you have unique qualifications to teach this particular type of content?*

For example, if you were teaching speech writing to people, and you used to be a speechwriter for someone famous, that definitely would be a potential USP.

4. Focus on Outcomes

You don't just want to share information – you want people to take action on it and get a good outcome. That's why you can set your information apart by providing assignments within your infoproducts (*especially your courses*). Even better is if you “grade” these assignments by providing feedback and coaching as part of your premium courses. That way, you're giving people custom information rather than expecting them to do well with “*one size fits all*” solutions.

5. Provide Tools

Another way to set your infoproduct apart is to give your customers the tools they need to take action. These tools include, but aren't limited to, items such as checklists, worksheets, templates, swipes, apps, planners and more.

To see some examples, just look at the variety of tools inside this very

toolkit that you're reading right now.

6. Present Information Professionally

Plenty of infoproduct marketers create a good product but then give very little thought to the presentation. But the problem is people can and do judge a book (or *any other infoproduct*) by its cover. If you've got a professional, quality ecover and interior, then people are going to judge the content itself as being high-quality and professional. As such, you'll want to get these items professionally designed. You can outsource this task if you don't have the skills to do it yourself.

7. Establish Your Expertise

An infoproduct from an expert will almost always stand out more than one who doesn't have that level of expertise. As such, make it a point to share your credentials. Your marketing materials as well as the product itself should tell people why they should listen to you.

In addition, you'll also want to share your information in a confident way, which is what leaders do.

For example, don't tell people to "*maybe*" do something or to "*consider*" doing something unless you're sharing a step that is optional. Instead, take readers by the hand and confidently lay out what to do. *E.G., "Step 1, Establish Your Expertise."* (*Versus, "Step 1, Consider Establishing Your Expertise."*)

8. Provide Extra Value

Another way to make your product stand out is to provide a lot of extra value. Go above and beyond what others in your niche share.

For example, instead of providing a thin report on a topic, share an in-depth guide that includes video demonstrations for each major step. Specifically, perhaps you're sharing information for fitness trainers about how to run a fitness bootcamp. You can provide complete "*done for you*" exercise programs and workouts, along with videos demonstrating how to do the exercises too. Thus, a trainer has absolutely

everything they need to get started running a bootcamp, and they don't have to spend any time at all planning it out because you've done it all for them.

9. Offer Multiple Formats

Whenever possible, offer your information in multiple formats. For example, if you're selling a video course, then offer the audio and the text transcripts for the course too. That way, people can watch, read or listen to the course – and each person can learn using their preferred method.

10. Share Personal Experiences

One common problem with infoproducts in just about any niche is that a lot of them are rehashed, copycat type products. That is, the person who created the product did a bunch of research and spewed out the exact same information.

As mentioned earlier, sharing unique tips and strategies helps your content stand out. Another way to do it is by sharing your personal experiences in the niche such as your triumphs, mistakes and insights. This shows people that you're not just rehashing someone else's info, and they'll value what you teach more highly since you clearly have personal experience in the niche.

Conclusion

You may have a lot of competition, but very few of those other infoproduct creators are “*serious*” competition. You can make your infoproducts stand out from the crowd and beat this competition by employing the ten tips, tricks and ideas you just learned about!