

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



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

Tool #4 - Best-Seller FAQs 6 Questions You Must Answer To Create A Hit Product

Are you ready to create a bestselling infoproduct? Then be sure you know the answers to the following questions...

Question One: How do I create a better title?

Your title can make or break the success of your product, which is why it's important to invest time in creating an eye-catching, compelling title. Follow these tips for improving your titles:

- ⇒ Showcase your top benefits in the title.
- ⇒ Use attention-getting words such as: you, how to, quick, fast, easy, simple, surprising, startling, new, scientific, proven, and secrets, etc.
- ⇒ Test your titles to see which ones produce the most sales.

For example:

- ⇒ How to [Get a Great Benefit]
- ⇒ The Quick and Easy Way to [Get a Benefit]
- ⇒ [Number] Secrets for [Getting a Benefit]
- ⇒ The #1 Way to [Get a Benefit]
- ⇒ E.G., "The Quick and Easy Way to Sell Your Home for Above Market Price"

Question Two: How do I get more people buying my offer?

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One good way to make your product more attractive to buyers is by adding value. And here we're talking about offering bonuses to anyone who purchases your main offer.

A good bonus is highly relevant to the main product, and it often works in tandem with the main product to get a great result. An even better bonus is one that does all of that AND overcomes common sales objections.

For example, let's suppose you're selling a weight-loss guide for women, and one common objection is that they don't want to cook special food for themselves and something else for their family because that will take too much time. To overcome this objection, you can offer a cookbook full of delicious recipes the whole family will love – and the recipes are quick to make too (*15 minutes or less*).

Question Three: How do I set my offer apart from the competitors' offers?

When a prospect arrives on your sales page, they're going to be wondering why they should buy your offer rather than buying from your competitor. You need to answer this question, and one way to do that is by creating a strong USP (*unique selling point*). This is a benefit that you offer that your competitors don't offer. Or, at the very least, it's not something your competitors really advertise that they offer.

For example, you could create a USP around these types of factors:

- ⇒ You're uniquely qualified to teach this information.
- ⇒ Your product includes information not found in other products.
- ⇒ You pioneered a strategy in the niche.
- ⇒ You deliver the information in a unique way.
- ⇒ Your guarantee is exceptionally strong/unique.

And so on. You'll need to do some research to see how your competitors position themselves and what your audience values, and then choose a unique selling point that will attract prospects.

Question Four: How do I know if anyone will buy this product?

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Before you write a single word of your product, you need to figure out if the topic is in-demand. You can survey your audience, you can use keyword tools to see what your audience is searching for in the search engines, and you can see what topics get traction on blogs and social media. However, the very best way to determine what your audience will buy tomorrow is to see what they're already buying today.

What you can do is go to information product marketplaces such as Amazon, ClickBank, Udemy and JVZoo, enter your niche keywords, and see which topics are bestsellers. If you've got multiple products on a particular topic, and several of them are selling well, that's even better. Then what you do is create something similar yet better with your own unique twist – and you can bet the people in your audience are going to line up around the virtual block to buy your product too.

Question Five: What can I do to make my product look professional?

This is a great question because making a good impression is important to not only selling the product, but also increasing customer satisfaction. To that end, you want your product to be polished on the outside and the inside.

For the outside, you'll want to get a professional ecover graphic created.

For the inside, you want a professional layout and design, plus you want to ensure the content itself is proofed and polished.

If you know how to create great graphics and professionally design the interior of a product, awesome. But if not, I suggest you hire someone to do it for you. You can even get someone to create an interior layout and design template for you that you can tweak and reuse.

TIP: Check [Fiverr.com](https://www.fiverr.com) for reasonably priced designers.

As far as proofing, this too should be left to a third party as most people are too close to their own work to spot the errors. You can find a proofreader on Fiverr, Upwork, Guru, or by doing a Google search (e.g., *"hire proofreader"*).

Question Six: What's the key to creating a bestselling product?

If you were writing a piece of fiction, then you'd need to focus on engaging and entertaining your readers. However, since you're creating a nonfiction infoproduct, then you need to do two things:

1. Your product needs to engage people. You can have some of the best information in your niche, but no one will know if your product is so boring that people can't force themselves to finish reading it or watching it.

2. Your product needs to create RESULTS. Typically, these results fall into one of three categories:

⇒ Helps people solve a problem. *E.G., how to get rid of termites.*

⇒ Helps people achieve a goal. *E.G., how to train for an ultramarathon.*

⇒ Helps people better enjoy a hobby. *E.G., how to become a better golfer.*

If you can create a product with actionable information that's designed to deliver a good result, then you're going to have happy customers who buy from you again and again.

Conclusion

Now that you know the answers to these top product-creation FAQs, it's time for you to apply what you've just learned. Be sure you take all of this advice and apply it as it will help you create quality products your audience is sure to love.