Issue #5

How To Create Physical, Shippable Products

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Introduction

Maybe you've been selling digital products for a while online. Or maybe you're brand new to the business and looking to explore all your options upfront.

Either way, you're going to want to put "selling physical products" on your to do list – and into your business plan!

Here's why:

- ✓ **Physical products have a higher perceived value.** You can take the exact same information that's currently in ebook form, convert it into a physical book that people can hold in their hands, and you've instantly raised the perceived value of the product. And that means you can charge higher ticket prices.

- ✓ **Lower refund rates.** In order to get a refund on a digital product, all your customers have to do is send you an email, right? That's easy. But when you sell physical products, the customer needs to actually ship the product back to you. That requires a bit of work on the customer's behalf. And so only those who seriously want a refund will take this step, meaning you'll have a lower refund rate. That's more money that stays in your pocket!

- ✓ **Less competition.** Take a look at the products and competition in your niche. I bet there are a lot of people selling ebooks and other downloadable media, right? That's because the barrier to entry is so incredibly low that anyone can put an ebook on the web and start selling it.

  Not true with physical products. Plenty of people simply don't know where to start – that's because they don't have this report! ☺

  So, if you start offering physical products alongside your digital offerings, you'll have less competition. And offering both physical products and digital products also tends to set you apart from your competition.

- ✓ **Reach a wider audience.** How many times have you heard about ebook customers who've reluctantly purchased an ebook because they couldn't find the product available in any other format? And where allowed, they might have even printed that ebook.

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Truth is, some people prefer physical products. They want something they can hold. And so if you start offering physical products, you're reaching that part of your market that prefers physical products over downloadable media.

✓ **Positions you as the expert.** This applies if you're creating a book – especially if you place these books in well-known bookstores like Amazon.com. Imagine it – you tell people you're an author, and then you point to your book listed at Amazon.com. What will people think? They'll think you're an expert in your niche, because publishing a print book instantly boosts your credibility and reputation (even if you self-publish it).

✓ **You can create new products with very little work.** All you have to do is re-purpose your existing content, meaning you turn an existing downloadable product into a physical product. You also turn PLR (private label rights) content and previously unused or unreleased content into physical products, too.

Are your eyes lighting up yet?

If so, then you're reading the right report. Because in just moments…

**You'll start learning exactly how you too can turn
your digital products into high-ticket physical products.**

Take a look:

➔ You'll discover **all the different types of products you can create** – nope, we're not just talking about books!

➔ **How to convert digital products into physical products**. Here you'll get the keys to creating high-quality physical products that your customers will adore.

➔ You'll find out the **ins and outs of printing, packaging, shipping and fulfilling orders**. And the good news is, *you don't have to do any of this yourself*. Thus selling physical products is just as easy – and hands free – as selling digital products!

So let's get to it…

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Decide What Kind of Product to Create

When you start talking about physical information products, many people immediately think of books. But that's just the tip of the iceberg when it comes to physical products!

Read on to learn about five different kinds of products you can create from your digital products, starting with books…

Books

Here we're talking about the traditional regular-bound ("perfect bound") books that you find in a bookstore. You might also find spiral bindings, tape bindings other types of bindings.

> Note: Due to printing costs, for the most part these books tend to be printed in black and white. The exception is the cover, which is usually in color.

Because this is a physical product, it has a higher perceived value than its digital counterpart. In other words, if you took the exact same content and presented it in both physical and digital formats, this physical format – the book – would have a higher perceived value.

Take note, however, that just because it's in a physical format doesn't mean you can necessarily charge more for it. This depends on the following factors:

- **What did you charge for the ebook?** If you charged $7 for the ebook, then yeah – you can charge more for the physical product. But if you charged $47 or more for the ebook, then somewhere in the range of $47 is probably a good price for the physical product, too.

    Of course you can always update the content before you convert, thus adding value to it. Then you'll have a book that's worth more than the ebook.

- **Are you still selling the ebook?** If you're selling the ebook right alongside the physical book on your website, then obviously the prices can't be too wildly divergent. People will understand that a physical book costs more due to printing, fulfillment and shipping costs. But they know these costs aren't going to make the cost of the same information jump drastically.

- **What is the market rate?** That is, what are your competitors charging for similar information? If most books are around $15 to $30, then you'll likely end up charging right around that range too. However…

- **How have you positioned the book?** What makes your book different than and better than the competitors' books? What makes your book special? Is there some reason that your book is worth more? If so, and if you position it as being more valuable, then yeah… you can charge more for your physical book than the competitors charge for their physical books.

- **Does the book have cutting-edge information?** When it comes to getting cutting-edge, up-to-date information, some savvy buyers turn to ebooks. That's because these buyers know an ebook can be updated instantly. And what's more, the seller will often send previous buyers the updated version of the ebook. That just doesn't happen with regular books.

  Point is, if you're selling cutting-edge information in a niche that rapidly changes (such as online marketing), then some of your buyers may actually prefer an ebook. So you should offer both – or you can offer a hybrid product (which you'll learn about later).

So, as you can see, how much you charge for a book really depends on a variety of factors. However, most books probably fall right around the $15 to $30 range, with some being higher depending on the niche, the topic, the level (e.g., expert level information) and the product's positioning.

Binders

These are basically books or a collection of text content, but they're printed in a three-ring binder rather than having a traditional spiral-bound or perfect-bound product. Here are the advantages of this format:

- ➢ **Readers have the option of easily arranging the content to suit them.** When you create the binder for your customer, you're obviously going to

present the information in a structure that you feel makes the most sense. But people learn in different ways. What's more, different people come to your product with different levels of understanding. And so your readers may decide to re-arrange the content, such as by putting the information they already know about into the back of the binder, thereby allowing them to focus on the content they have yet to learn.

➢ **Readers can remove sheets.** Yes, of course readers can simply remove the content they're not interested in, but that's not the main benefit here. Instead, the main benefit is that you can include content like mind maps, worksheets, checklists, motivational quotes and other content that readers will want to remove and use.

➢ **Readers can add sheets to the binder.** If you update the product or make corrections, it's as easy as sending the individual sheets to your readers, along with instructions on where to put them inside the binder. Plus readers can easily add their own content, such as a page of notes, by simply using a three-hole punch on a piece of paper so that it can be inserted into the binder.

Point is, binders have a high perceived value because they're "active" products. Your customers don't have to just passively read these binders. Instead, they can "work" with the binders in a hands-on manner. That's why this format is great for collections of content, including the following types of content:

• **Checklists.** Here's a great tool to help your readers perform a specific process, especially one that's complicated or one that involves a lot of steps.

> Example: If you sell travel information, you can provide a checklist of items travelers need to bring when journeying to foreign countries.

• **Worksheets and workbooks.** These are tools you can offer your customers to help them better understand the information that you're presenting.

> Example: You can provide a quiz at the end of a chapter so that readers can test themselves on what they've learned.

However, you can also offer worksheets to help readers complete a specific process or task.

<u>Example</u>: If you're selling copywriting information, then you can offer a worksheet that asks readers to profile their target market, list the features and benefits of their product, create a unique selling proposition, etc.

- **Mind maps.** These are tools you can offer to help your customers better understand or plan a process. You might put your mind map in the middle of a page so that your readers can draw their own extensions onto it.

- **Visual aids.** This includes items such as spreadsheets, charts, graphs, pictures and other illustrations. You can use these items to make your product more useful and valuable, as well as more aesthetically pleasing.

- **Supplements to live events.** Binders work well for live events because people can easily follow along in their binder with what you're talking about on stage, plus they can take their own notes. And if you need to update or change the information right before the event, you can do so easily by adding or removing the appropriate pages.

Once again, the price for these products really depends on the niche, how big the binder is, the topic and similar factors.

However, because binders are viewed as courses – which have a higher perceived value than a mere book – they tend to have a higher perceived value than books. Thus you can easily set the price of a binder at $50, with prices rising rapidly from there.

<u>Flash Drives</u>

Yes, you can load your digital content up onto a flash drive and ship it to your customers.

The advantage of this is that you're giving your customers something useful and reusable – a flash drive – while also providing valuable content to them.

Obviously, you can load most anything onto a flash drive, including:

- Ebooks and reports
- Audios
- Videos
- Software
- And others tools and resources such as spreadsheets, worksheets, checklists, mind maps, etc.

However, creating a flash drive full of content doesn't tend to be a very popular way to create a physical product, mainly because a flash drive isn't permanent. In other words, flash drives are known to eventually wear out.

Sure, the point is for people to copy the content from the flash drive to their hard drive. But then the content becomes purely digital again.

That means there's no physical component attached to it any more. Thus you lose any bump in the perceived value of this content – and that means a flash drive full of content is worth about as much as the downloadable version.

So if you charge $20 for a downloadable ebook, that's about what you'd charge for the same book on flash drive.

So why bother with flash drives?

Because they make nice bonus products.

You can ship your bonuses on a flash drive alongside a bound book, for example. Or you can hand out flash drives at an offline seminar or trade show. This works because handing out a flash drive is still a bit of a novelty.

CDs and DVDs

You can load a variety of content on your CDs and DVDs, including:

- **Videos.** These could be slideshow presentation videos, regular training videos (e.g., demonstrations, walk-throughs or "talking head" videos), or even recordings from live workshops or webinars.

- **Audios.** Here you can create an audio book. Or you can offer things like interviews or the recordings from a teleseminar.

- **Text and graphical content.** Yes, you can copy your reports, ebooks, mind maps, worksheets and similar content directly onto a DVD or CD.

- **Software and other tools.** This includes themes, plugins, apps, spreadsheets and any type of software.

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Before you start creating CDs and DVDs, however, give some consideration to perceived value. If you just dump the text contents of your hard drive onto a CD, you're not boosting the perceived value of your product.

In other words, a .PDF ebook on a CD has about as much value as a .PDF ebook that the customer downloaded online.
CDs and DVDs do become valuable products, however, when you load other forms of content onto them, such as audios, software and videos. That's because audios, videos and software have a higher perceived value than plain text content.

> `Example`: If you share the exact same information in a video as you share in a book, the video usually has a higher perceived value, and thus you can charge more for the video.

This is especially true if you add value to the video.

> `Example`: Let's say you have a video about how to cut "starts" off of plants and transplant them into an indoor planter. If you're explaining this in a text product, you'd have a "step 1… step 2…" format, perhaps with some photographs to help illustrate the process. But if you're presenting this information in a video, then you can actually demonstrate the process as you go through the steps, thus making your instructions even more valuable.

In other words: If you're going to create a video, then use the video technology. Don't limit yourself to slide-presentation style videos. Those are useful, yes. But a training video that demonstrates processes tends to be much more useful, and thus it has a higher perceived value.

So how much can you charge for things like videos presented in DVD format?

Once again, it's obviously going to depend on the niche, the exact topic and other factors. But you can figure that an average training video starts at around $20 and go up from there.

Big Box Products

This final major category of physical products tends to actually be a combination of the previously mentioned products. But make no mistake, this isn't a hodge-podge collection of products.

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Rather these "big box" products tend to be home study courses, meaning the products are all aimed at teaching the customer something specific (such as how to set up a home business).

> Tip: As you might expect, the name "big box" comes from the packaging itself – the course literally comes in a big box, usually delivered by FedEx or UPS.

Have you ever heard about the "thud" factor?

The name comes from these big box products. When the shipper drops the box on the front door step, it literally makes an impressive thud. And once the customer opens up the box, he's engaged by all the products inside.

These products may include:

- **The main course, which is usually in the form of a binder.** It may be in the form of a perfect-bound book, but that's rare. That's because the binder lends more of a "home study" feel to the content, so most product creators use the binder.

  > Tip: Alternatively, sometimes the main course is a video training series, so the content is presented on a multi-volume set of DVDs.

- **Supplementary text content, such as a workbook (spiral bound), mind maps and checklists.** To make the course more impressive, these supplementary text products are usually separate, rather than being included as part of the binder.

  > Tip: Because these big box products tend to be a bit overwhelming, you should create a "Quick Start" Guide. This is a short report, such as a spiral-bound book, that serves as an introduction to all of the material as well as a study guide to later go back and review the material. Generally, this guide will tell customers what's all included in the box, a summary for each of these products, where to start and how to use the course.

- **Supplementary CDs and DVDs.** Usually these are interviews with experts as well as video training. Even if all of the content could fit on one DVD, most product creators still create a multi-volume set. Not only does it help the customer organize the content, but a product with multiple DVDs simply looks more impressive.

As you might expect, the big box products have the highest perceived value of all the physical products.

These are the products that START around at least $200 or $300 – and that's a bare minimum. You'll often see these products go for $1000, $2000 or even more.

Quick Recap

Now you need to take a moment and think about the types of content you already have, either your existing downloadable products or some of the unused content you have sitting on your hard drive.

Based on what you just learned, what's the best format for your existing content?

Once you've decided that, it's time to make the conversion. We'll start by talking about the keys to turning your digital content into high-quality physical products. Read on…

Create a High Quality Product

You already have your product in digital form, right? So you now you need to convert it into a physical product. For the most part, your product will remain virtually unchanged.

What few changes you do need to make are listed below, plus you'll get several good tips for ensuring you end up with a high-quality end product.

Pay Attention to the Specs and Requirements

No matter what kind of product you're creating, you need to be absolutely sure that you meet the specs and requirements during the conversion process.

Most duplication companies have these specs clearly laid out in their support files (FAQs and knowledge base). If not, ask!

For example:

- **If you're creating a CD or DVD, then you need to know exactly how much content you can fit on the CD or DVD.** This means you'll need to

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plan your project intelligently with regards to what you'll include on a single disk. This is especially true if you'll have multiple disks, as is the case with a big box product.

- **If you're creating a print book, then you need to be aware of the margins on your pages.** If you don't use the printer's recommended margins, the page may get cut off too close to your text – or worse yet, it may cut off some of your text. You'll also want to consult the printer to see what they recommend for font face and size.

- **If you're creating cover art, then you'll need to know the exact specs.** This includes the resolution, the dimensions, the preferred file format and other factors that will affect how your artwork will turn out in print.

> Tip: Keep in mind that artwork made for the web does NOT convert well to print media. If you've hired a graphic artist to do the work for you, be sure this artist has experience creating work for print. Also, be sure to pass the specs along to him.

Reduce Costs

When it comes to a physical product, any "extras" you get are going to cost more. And that means less profit per product for you.

If you're selling a high-ticket product, then an extra few dollars probably won't even be all that noticeable to you. But if you're selling a lower-priced product – especially one that's less than $30-$50 – then you're going to notice how those extras add up.

As such, you'll want to seek out ways to reduce costs.

For example:

- **Print black and white books.** If you add color to your book, you'll see the price-per-page jump quite a bit. So take an honest look at your product – do you REALLY need color?

  Maybe you have a chart that uses color to help define and explain the data (such as a line chart with different colored lines). Sure, that particular chart won't work in a black and white book. However, that doesn't mean you need to remove the chart entirely. Instead, see if you can figure out some other visual way to represent the data – such as a pie chart or bar graph.

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> Tip: The cover usually is considered separate from the rest of the book. That means that you can have a more-affordable black and white book while still enjoying a full-color cover.

> Yes, having a colored cover also adds to the price of the product. However, a colored cover is a good idea, because sometimes the cover is your best advertisement for the book. Thus you want it to be brilliant and eye-catching!

- **Are you creating CDs or DVDs?** Then you'll quickly find that cases can really range in price. Indeed, you can easily get a case that ends up costing more than the disk itself. As such, one way to cut costs is to use a more basic case.

Print Your Page Numbers

Sometimes people don't put page numbers on digital products. If this sounds like you, then be sure to go back through your document and add those page numbers as well as a corresponding table of contents.

This is especially important when you're printing a binder – if someone removes a sheet, they need to know where it goes when they want to put it back in. And they only way for them to tell is if you have page numbers on each page.

Add in the Traditional Print Book Extras

Some ebook tend to lack certain features that print books have. Or even if the ebooks have similar pages, they don't tend to be formatted the way they're formatted in print books.

As such, you'll want to grab the nearest print book off your shelf and look at the formatting on the following pages:

- **The title page.** This page lists the title of the book, the edition (where applicable) as well as the author's name.

- **The copyright page.** This page (which usually follows the title page) tends to include a wealth of information, such as the copyright date, the publisher,

the edition, the copyright statement and notes about the publisher. Sometimes publishers and authors also put a note here about the book itself, such as whether it was printed on recycled paper.

- **The dedication page.** This is optional, of course, but you may list the names of friends and family to whom you dedicate your book. You may also wish to use this space to acknowledge and thank those who had a hand in helping you create this book.

- **Index.** This is listing of topics with page numbers found in the back of the book. Many ebooks don't have an index, simply because it's easy for people to search a PDF file. However, obviously people can't hit "Ctrl F" to search your print book, so you may consider offering an index to help people find the information they need.

Redo Your Links

If you have digital products with links within the text, there's a good chance you'll need to reformat the links before you publish the product as a physical product. Here's how:

Reformat Your Links

The first thing you need to look at is whether you have actual links printed out (www.example.com) or whether you have anchor text associated with a link (such as "click here").

Obviously, if you have anchor text, then you'll need to convert this to a plain link.

The second thing you need to take into consideration is the difficulty of typing the link.

You see, when you put a link into an ebook, it doesn't matter if it's long and difficult to type – that's because people are clicking on it. But when this same link appears in a print product, people view it as too long or difficult to type, so they won't even bother going to the URL. Here then are two tips for handling this problem:

- **Use direct links whenever possible.** If you want to point someone to a website, it's better if you can point them to the main page.

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Example: Pointing to www.example.com rather than to a
longer URL (like
www.example.com/directory/another_directory/page.html).
```

Of course that isn't always possible. Sometimes you need to point someone directly to an inside page. If the URL ends up being too long, then you can use this second option…

- **Use redirect links if needed.** Instead of using the long URL, you can use a short URL. Then you redirect this short URL so that it points to the long URL.

   If you already have a shorter or more memorable domain, you can use that to redirect to longer links.

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Example: If your name is short, you can use that domain
(e.g., www.yourname.com/redirect).
```

Do note that there are services that provide domain shortening, such as <u>TinyURL.com</u>. However, there are <u>two problems</u> with these services:

1. **You don't own them.** If the service goes under, you'll have dead links in your product.

2. **They provide odd-looking links.** Usually the end of the URL is composed of random numbers and letters (such as www.bit.ly/98Uod), which is difficult for your readers to type into their browser address bar.

Reduce the Number of Links

Once you start typing out links in your product, you'll quickly notice that your book looks too promotional if there are too many links inside the actual content.

It's best to reduce the number to three or four links. This includes a link at the beginning, one at the end, and maybe one or two in the middle of the product.

If you need to add more links, then create a "Resources" section at the end of your book where you list all your links.

Rewrite Your Calls to Action

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When you have a link in digital product, sometimes it's as easy as saying "click here" to get your readers to click on the link. But since it's more work for them to go to a link from a physical product, you need to be a bit more persuasive.

That is, you need to write a short advertisement telling them why they need to go to their computer and type in your link. This is particularly important if you are indeed trying to sell something to your readers.

Let me give you a before and after example…

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Before (digital product):

I use Aweber for my mailing lists. Click here to check them out.

After (physical product):

I use Aweber.com for my mailing lists. Here's why:

    • Great deliverability. You can rest assured your emails are
      getting into their intended inboxes.

    • Excellent customer service. You can pick up the phone and
      call these folks. Or you can view their extensive
      documentation and videos.

    • Lots of features. You can track your open and click-through
      rates, so you know how your email campaigns are working.

And much more – you can discover all their features and benefits at
www.aweber.com.
```

Convert Different Product Formats

Right now you may be thinking about direct product conversions. So if you have an ebook, you're probably looking to convert it into a physical book. And if you have a video, then it's likely you're looking to create a DVD.

However, don't forget that you can certainly convert one format into another format. Specifically:

• You can convert text products into audio and video products.

• You can convert audio and video products into text products.

- You can convert reports and ebooks into tools, such as mind maps and workbooks.

Remember, different formats have different perceived values, with text content being the lowest, with audio content being perceived as more valuable than text, and video seen as more valuable than audio.

Thus if you're looking to create a high-ticket physical product, you may consider creating videos based on your text content.

Check Your Resell Rights Licenses

If you have any resell rights products collecting dust on your hard drive, it's time to dust them off and examine your licenses.

Specifically, you're looking to see if it's acceptable for you to sell the product in physical form (e.g., turn an ebook into a physical book). Because if you can do this, you'll seriously cut down on your competition, simply because most resell rights holders won't bother converting the products.

> Tip: When in doubt about your licensing rights, ask the product creator. And if he or she agrees to converting the product, be sure to get this explicit permission in writing.

Rework Private Label Rights Content

First things first – check your private label rights content licenses before you even think about turning these products into physical products.

Generally, you can do most anything with PLR content, including converting them to physical products. But don't make any assumptions. Instead, check your license and/or check with the product creator just to be sure.

Once you've confirmed that you can indeed turn your PLR content into physical products, then my suggestion to you is to NOT convert them as-is.

In other words, don't just convert a PLR ebook directly into a physical book. Instead, rework this PLR content so that you create an entirely new product – thus virtually eliminating your competition.

Here's how…

➜ Combine Different PLR Sources

This bit of advice is limited only to your imagination, as there are dozens of ways you can combine your existing PLR sources. But let me give you a few examples:

- Combine PLR article sets to create reports and ebooks.

- Combine PLR reports to create ebooks.

- Chop up PLR ebooks to create reports.

- Use PLR reports to create checklists.

- Combine different chapters from PLR ebooks to create an entirely new ebook.

- Combine parts of PLR ebooks, reports and articles to create entirely new products.

- Combine multiple sources of PLR to create a binder.

➜ Delete Text

Whether you're combining multiple PLR sources or you're basing your new product mainly off of one PLR ebook, you'll need to delete some of the text.

Simply put, some of the PLR content isn't good, some of it isn't relevant, and some of it falls under the category of "fluff and filler."

> Example: If you're combining articles to create a report, then usually you need to delete the introductions and conclusions of these articles so that the report reads more smoothly.

➜ Modify the Remaining Text

Once you're finished combining sources and deleting text, then you need to tweak the remaining text. This includes:

- Creating brand new introductions and conclusions.

- Adding transitional sentences and paragraphs between different PLR sources to ensure the text reads smoothly.

- Adding in your own stories, examples and tips to make the content more useful.

- Tweaking the content to make it sound more like your voice. Or in the case of combining multiple sources, you need to at least make sure the content sounds like it's coming from the same writer.

Make Sure Your Products are Virus Free

This should be common sense. And this should apply whether you're selling your products in downloadable format or physical format (such as CDs, DVDs and flash drives). Yet many product creators just assume their computers are clean – and then they unknowingly pass along viruses, malware and other unpleasant files to their customers.

You should have a good firewall AND anti-virus protection already in place. You should also run Malware Bytes (http://www.malwarebytes.org/) regularly to make sure your computer is clean.

> Tip: If you discover you have problems, disconnect from the Internet and run Malware Bytes and your anti-virus program in your computer's Safe Mode.

Create Hybrid Products

I mentioned the phrase "hybrid products" earlier. Now let me explain what this means, and what advantages you enjoy when you create these products.

A hybrid product is one that's part digital, part physical. That means that the customer downloads part of the product immediately after the sale, while the remaining part of the product is shipped in the mail.

Here are the advantages of a hybrid product:

- ✓ **The customer enjoys instant gratification.** No, your customers don't get access to the entire product immediately. But they do get to start reading

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and using part of it, so they have something to do other than tapping their fingers and waiting for the FedEx delivery guy to come to their doorstep.

✓ **The product has a higher perceived value.** Because part of the product is a physical product, you raise the perceived value of the entire product (as opposed to an all-digital product). Thus you can generally charge a higher ticket price.

✓ **You enjoy lower refunds rates.** Because your customers need to ship back the physical portion of the product in order to get a refund, only those who're really serious about getting a refund will go through this step. Thus you'll enjoy lower refund rates and more profits.

In other words, a hybrid product lets both you and your customer enjoy the best of both physical and digital products.

Now, how you set up this hybrid product is up to you.

Let me give you two examples:

➢ **The customer gets to download the bonus products immediately, but must wait for the main product to arrive in the mail.** The advantage of this is that since the main product is entirely a physical product, the perceived value remains high.

➢ **The customer downloads the text portions of the product and waits for the video portions to arrive on DVDs in the mail.** This option is particularly useful if you suspect your target market has slower download speeds (such as those in rural areas), or if you have large bandwidth costs.

Quick Recap

Your product is ready to go! If you followed the tips above, then you no doubt have a high-quality, impressive product with a high perceived value.

Now you need to figure out how to duplicate and fulfill orders, right?

That's what you learn about next, so read on…

Duplicate and Fulfill Your Orders

This is the step that actually stops most would-be physical product creators. That's because they simply have no idea how to start duplicating and fulfilling orders. The research seems overwhelming.

Worse yet, many of these sellers have nightmares about thousands of books piled up in their garage. They imagine themselves spending hours every day printing off shipping labels, packaging products and running to the post office or to the FedEx drop off point.

Sound familiar? If so, relax! That's because you don't have to do any research, since I've done it all for you and backed it with personal experience. And you also don't have to worry about fulfillment, because I'll tell you which companies do everything for you.

Point is, selling physical products doesn't have to be any more difficult than selling downloadable products. See for yourself…

Books

The direction you go with your books really depends on your marketing plan and overall goal for your book. Specifically:

- **Are you just looking to create a physical product that you sell directly to your customers?** Basically, these are books that you (or a fulfillment company) ship directly to the consumer. You might also sell them at trade shows, at seminars and other similar offline events.

- **Or do you want to sell your books in bookstores, both online and offline?** That is, do you want to see your book show up at the local Barnes and Noble, perhaps to establish yourself as an expert in the field?

The difference is that if you need your books in bookstores, then you're going to need to get an ISBN and accompanying bar code for your book. Fortunately, they're easy to get – you just need to self-publish your book through a service like:

- www.Lulu.com
- www.iuniverse.com
- www.createspace.com

I suggest you go with CreateSpace.com, since that's Amazon's company. While all of these companies will help you get an ISBN and get into bookstores – including Amazon.com – Create Space's association with Amazon.com makes it even easier.

If you don't need an ISBN and you don't need to get your product listed in a bookstore, no problem – you can still use the above companies. Indeed, you can use them in <u>one of two ways</u>:

1. Use them as a printing and fulfillment company. All three of these companies offer print-on-demand services. That means you get a sales page on their site to help you market your book. The company will then accept payment on your behalf, print the book, and ship the book directly to your customer. Thus this is a hands-free way for you to sell books.

However, one problem with having the above companies fulfill your orders is that you're not selling your product directly – which means you don't get the customer list. So either you need to use a different fulfillment company (which I'll give you some suggestions later), or you need to go for option #2…

2. Use them to print your book only. If you print the books in bulk and ship them to yourself, you'll save money. For example, while a print-on-demand book might carry printing and fulfillment fees that come to $6.50 per book, when you buy in bulk and ship to yourself those fees may only be $4.50 per book.

End result? You get an extra $2 per book in savings – profit that goes directly into your pocket. And you don't even need to use this $2 in savings for your own shipping and fulfillment costs, because you can add those costs into your shipping and handling fees. Plus this is also a great option if you want to sell the books at trade shows and other physical locations or events.

The cost savings is one advantage. The other advantage is that since you're collecting payments directly, you get the customer information. Since the customer list is one of your most valuable business assets, you can see why this would be so important.

> <u>Tip</u>: If you want the hands-free convenience of a fulfillment
> company yet you also want to collect your customer's
> information, then you'll want to look at a service like

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www.disk.com. These folks aren't a good option if you're looking to get a book into a bookstore, but they're a good choice if you're selling your product directly.

Of course if you're selling your products yourself, and you plan on doing your own fulfillment, then be sure to do some comparison shopping locally. Most print shops can do perfect-bound printing for you. And even those that don't do perfect bindings can usually do spiral bindings.

Binders

If you plan on doing a binder, then again you have a few different options. And again, the best option for you is going to be based on your budget as well as how you intend to use these binders (e.g., whether you need fulfillment services or not). Here are the options:

1. Do it yourself.

Yes, you can purchase binders, slip cover art into the cover and use a three-hole punch to create the pages. Then you can put it all together yourself.

This works if you only need a small number of binders, such as for a limited-edition product, for a quantity-limited bonus product or for a hand-out at a small live seminar. However, if you need these binders in a large quantity and/or you expect to move some volume over time, then you'll want to look at the other options instead…

2. Use a local company.

If you don't need fulfillment services, then the second option you'll want to look into is a local company. Again, check with your printing and copy shops, as they might have some competitive prices for you (especially since you don't need the items shipped to you). Generally, the more units you order at one time, the better deal you'll get.

3. Compare to online companies.

Companies like www.vipbinders.com will prepare binder products for you, but they're not a print-on-demand company. That means that they won't handle order-taking and fulfillment for you. However, if you plan on selling and distributing the binders yourself, then look to this company as well as similar online companies to see if they can offer you better deal than your local shops.

4. Utilize a full-service company.

I mentioned www.disk.com to you before, and it's applicable here too. That's because this company offers a wide range of duplication services, including creating binders. And since they offer fulfillment services as well, they're truly a full-service company. You'll need to call them for a quote.

Now, regardless of which option you choose, keep in mind that a binder product gives you features you can't find in other products. Namely:

- **The ability to create cover inserts.** Usually, both the inside front and back cover contain a folder pocket where you insert extra materials. This is good for inserting last-minute materials, such as a special discount coupon or product flyers.

- **The ability to offer laminated sheets.** If you expect your customers to pull certain sheets out of the binder and use them, then you may consider laminating these specific sheets so that they're more durable. An example of a page you might laminate is a mind map.

- **The ability to offer over-sized pages.** If you have large mind maps, diagrams, flow charts or other tools, then a traditional "letter size" page may not be big enough. If you have a binder, then you can create an oversized, foldable insert.

Flash Drives

If you need just a small number of these flash drives, you can certainly duplicate them yourself on your own computer. Otherwise, you'll want to look at a media duplication company to do this for you. Here are two options:

- www.relymedia.com – This is a good choice if you want to create a professional-looking product. That's because these folks have hundreds of styles to choose from, plus they'll even print your logo and other information on the outside of the flash drive.

- www.mediasupply.com – This company offers services that are very similar to rely media, including the ability to print your logo and other text directly on the drive. However, these folks don't have quite as many different flash drives from which to choose. Nonetheless, they have a great collection of unusual drives, such as those that look like bowling pins or airplanes.

The prices for USB drives are going to vary depending on the size of the drive as well as how much customization you do. However, you can figure they'll probably start around $8-$10 per drive.

CDs and DVDs

You have many of the same options for duplicating and fulfilling CDs and DVDs as you do with some of the other products we've talked about. Specifically:

1. Duplicate them yourself.

You can do this on your own computer (although it's time consuming), or you can purchase a duplicator which can create your products more quickly. But if you do it yourself, you also have to buy cases as well as duplicate the cover art and inserts.

As usual, this is only a good option if you need a small number of DVDs or CDs. If you plan on moving some volume, you'll likely be much happier if someone else handles part or even all of the work.

2. Get someone else to duplicate the products.

There are a LOT of companies online that offer CD and DVD duplication. Fewer of them offer fulfillment services as well. And even a small number are trustworthy and reputable.

Here are the top services:

- www.disk.com
- www.kunaki.com
- www.directtomarketsolutions.com
- www.speakerfulfillmentservices.com

Prices vary depending on whether you're doing print on demand (e.g., one CD or DVD being ordered at time) versus bulk orders, what type of jewel case you choose and what kind of cover art you need. Generally, however, you can expect to pay about $1 per unit.

Big Box Products

This is the type of product you wouldn't even want to consider duplicating yourself, simply because it would be time-consuming to put all the pieces together yourself.

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And likewise, it also doesn't make sense to use several duplication companies for this task.

Instead, you'll want to use a company that specializes in creating big box products. A few of the companies I've already mentioned do indeed specialize in these products, as you'll see below. These companies also offer fulfillment services:

- www.disk.com – This company should be at the top of your list. Many marketers start out calling them for a quote, and then end up choosing them just because they're the best in the business. They're able to handle volume orders, plus they have easily accessible customer service.

- www.speakerfulfillmentservices.com – This company tends to specialize in low-volume, slow moving products. Thus if you need a large volume very quickly – or you're going to need a large volume over time (such as three or four dozen a day) – then this company isn't a good choice for you. If the previous characteristics don't describe your needs, however, then contact these folks for a quote.

- www.directtomarketsolutions.com – If the above two companies don't meet your needs, give this company a call. They provide much the same in terms of duplication and fulfillment services.

Quick Recap

Now you know all your options, including:

- Duplicating and fulfilling orders yourself.

- Letting a duplication company handle the duplication for you.

- Getting a full-service company to handle everything.

What you decide depends on your needs and other factors, including your product price, your budget and how you intend to sell the products.

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Example: If you intend to sell a low-priced or limited-quantity CD,
then it may not be cost-efficient to have a full-service company
handle everything (unless you consider your product a true loss
leader). On the other hand, it usually makes good financial and
business sense to have a full-service company handle your big box
products. But again, you'll need to make some calls to determine
the best option for you.
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Now let's turn our attention towards getting the most out of your physical products…

Make the Most Out of Your Physical Products

I bet you're always looking for ways to maximize the profits in your digital-product business, right? When you sell physical products, that doesn't change.

Here are <u>five ways</u> to make the most out of every physical product you sell…

Build Brand Awareness

Your cover art becomes even more important when you sell physical products as opposed to digital products.

<u>Consider this</u>: When someone see your brand or cover art INSIDE your ebook, they've already taken the action of clicking on the file on their hard drive in order to open up the book. Thus the inside cover artwork helps to build brand awareness, but it doesn't remind the buyer to read the book.

That *changes* when you sell physical products.

Because now you have cover art that's always visible, whether it's on a DVD jewel case, a book or a binder. That means that the artwork is what helps sell the product when the product is sitting on a store shelf. But this cover art also attracts the buyer's eye when the product is sitting on his own bookshelf. Thus he's reminded to read or re-read the product.

This means you need to enlist the help of a good (and experienced) graphic designer to help you create the artwork for your jewel cases, binders and books. But you also need to give thought to branding. You need to create a logo which conveys a feeling. And then you need to use this brand consistently with all your products (or at least those in the same niche).

Need an example?

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Example: Just look at the "Chicken Soup for the Soul" series of
books. There are dozens of these books (such as "Chicken Soup for
the Dog Lover's Soul" and "Chicken Soup for the Mother's Soul"),
yet the cover art for these books all convey a similar
"heartwarming" feeling. Plus, the general feel of these covers is
similar enough that you know the books are all related.
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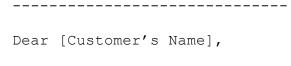
Create an Introductory Letter

No matter what type of physical product you're sending to your customers, it's a good idea to send an introductory letter alongside the product.

Here are the goals of your letter:

- **Thank the buyer for his purchase.** Let him know you appreciate his business.

- **Remind the buyer of the benefits of this purchase.** Since it's been a few days since he originally placed the order, he may have "cooled off" with regards to your product. He may have even started regretting the purchase. So, you remind him of the benefits of the product to help stave off buyer's remorse.

- **Give your buyer a reason to use the product immediately.** Basically, you want him to take action and start reaping the benefits.

- **Tell him how to use the product.** If this is a home study course or other large product, you'll want to provide pointers on how to get the most out of the product and where to start. (Hint: The starting point should be a "Quick Start" Guide.)

- **Recommend other products.** Yes, you can also take this opportunity to urge your customer to purchase a related product.

Let me give you a short template (the kind you might send with a book)…

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Dear [Customer's Name],
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Thank you so much for ordering [Product Name]. I know you have a
lot of choices when it comes to purchasing [Type of Product], so I
appreciate your business.

I'm really excited about this book, and as soon as you crack it
open you will be too! That's because you're about to discover:

        •  [Insert benefit #1]
        •  [Insert benefit #2]
        •  [Insert Benefit #3]

And here's a hint: You'll especially love the tip on page [Insert
Page Number], because you'll discover a way to [Get a Benefit] that
you've never heard anywhere else!

So grab your favorite beverage, put your feet up and start reading.
Because the sooner you do, the sooner you'll [Get a Big Benefit]!

Sincerely,

[Your name]

P.S. If you have any questions or comments, please don't hesitate
to contact me at [Insert Contact Information].

P.P.S. Don't forget to check out Volume 2, which shows you how to
[Get Benefit]. Go online and check it out today at [insert URL].

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Send Flyers with Orders

The main point of a flyer is to sell a related product. And because you want to create a sense of urgency, you may want to offer a limited-time discount when you send out these flyers.

For example…

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        Enjoy a 25% Savings Today on [Product Name] – and Tomorrow
                You'll Start [Getting a Benefit]!
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That's right, now you can enjoy a special customers-only discount
for the bestselling book, [Insert Title].

People everywhere are raving about this product. See for yourself:

[Insert testimonial]

[Insert another testimonial]

Now you can join these satisfied customers by getting your own copy
of [Title].
Then you too can:
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- [Get Benefit 1]

- [Get Benefit 2]

- [Get Benefit 3]

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All you have to do to get started is go now to [insert UR] and
enter coupon code [insert coupon code].

But do it NOW, because this special offer ends [insert end date]!

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Build Your Customer List

Chances are, you already have links to other recommended products in your digital products. And as you discovered previously, you may need to reduce some of these links and rewrite the calls to action to make these promotions more effective.

However, here's something else you need to consider…

If you're not using a fulfillment company or selling the product directly yourself, then you're not getting your customers' data.

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Example: If you're selling a book on Amazon.com, then you don't
ever see who's buying your books. And that means you miss out on
building one of your most valuable assets – the customer list.
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Fortunately, all is not lost. You can still work to build your list from within your product.

This means you should put a short "advertisement" for your list at the beginning and end of your book, along with a link where your customers can go to join your newsletter.

But here's the key: People aren't going to rush to join your newsletter list unless you give them a GOOD reason to. That's why I suggest that you offer a bonus product to all who join your list.

In order for this bonus product to serve as a sufficient "bribe," it must possess the following three characteristics:

➔ **It must be valuable.** Just because you're giving it away doesn't mean it should be worthless. Quite the opposite – you want this product to be worth at least as much as the main product, because you WANT your customers' email addresses.

➔ **It must be desirable.** A bonus can be valuable, but essentially worthless to your goals if your customers don't want it. Just as you did market research before creating your main product, so too must you do your market research to ensure you're creating a bonus product that your customers really want.

➔ **It must be tightly related to the original product.** Indeed, if it enhances the customer's enjoyment of the original product, that's perfect.

The bonus product can be in the same format as the main product, but it doesn't need to be.

Example: If you're selling a dieting book, then here are examples of four different bonus products you might offer:

- A free low-calorie recipe book.

- Access to a support site. In other words, a private forum where readers can motivate and support one another.

- An exercise video. This video might show dieters the correct way to perform specific exercises, or it might actually be a 30-45 minute "follow along" cardio exercise video.

- A software product. Perhaps this software helps dieters track their calorie intake, the amount they exercise, their goals and their progress.

Follow Up With Your Customers

As you just learned, it's important for you to build a customer mailing list. But don't make the mistake of building the list and then letting it grow cold!

Instead, use a service like Aweber.com to keep in contact with your customers.

You can use the autoresponder to keep in touch with them automatically, and/or you can send out a live broadcast once a week.

You have two goals when you're sending emails to your customers:

1. **Build a relationship with them.** You want to earn their trust. That's why you should send out useful content, such as niche-relevant tips, how-to articles, videos and other instructional materials.

   Example: If someone just purchased a dieting book from you, then you can offer dieting tips and motivational advice not found in the original book.

2. **Sell them more products.** If people have good experiences with you, they'll buy from you again. And as their trust grows (as a result of the relationship you're building through your mailings), they'll continue to buy from you. Your mailing list gives you the perfect opportunity to pitch additional products and solutions to your existing customers. Don't be afraid to promote a product in each and every email you send to your customers.

It's easy to send promotions by email. But if your customers' inboxes look like the average person's inbox, then it's probably also pretty easy for your emails to get lost in the clutter.

That's why I suggest that you consider sending promotions through the postal mail from time to time, such as postcards.

For best results, send limited-time offers through the postal mail.

Indeed, you can even modify the flyer text I gave you earlier to create a postcard with a limited-time discount offer.

By creating this sense of urgency, you get people to go online and order now… rather than setting your postcard aside and letting it get lost or forgotten.

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Conclusion

Congratulations – you just learned how to boost your business profits by converting your digital content into physical content. Let's recap the main steps:

➢ **Decide what kind of product to create.** Here you learned about the wide variety of physical products you can create, from books to binders to DVDs.

➢ **Create a high quality product.** There are certain tweaks you need to make to convert digital products into physical ones, which you learned about here. You also learned how to create impressive products with a high perceived value.

➢ **Duplicate and fulfill orders.** Here you discovered that you can turn your physical product business into a completely hands-free operation where someone else fulfills your orders. You can sell physical products without ever laying your hands on them!

➢ **Make the most out of your product.** Finally, you learned about ways to boost your income and increase your customers' satisfaction with your products.

You have the blueprint. You know the reasons why you should do the conversion. There's no excuse for you to delay any longer.

So take action today by converting one of your downloadable products into a physical product – you'll be glad you did!

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