Ready-Made Content
Part 2 of 2

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Introduction

Picking up where we left off last time…

4. Consider bids and vendors. "Consider bids and vendors." Once you have posted your project at **Elance.com** or another site where vendors bid on your listing, you'll start getting some action.

Vendors from around the world will begin submitting their bids for completing your project, along with some particulars for you to consider. From here, it's up to you to decide which of the vendors you want to select for your ghostwriting assignment.

Selecting a ghostwriter can be tricky. You'll see a wide variety of bids and vendors, from all parts of the world and MANY of them will appear to be just what you're looking for on the surface.

How can you decide which one is best for your project?

While there are no "set-in-stone" rules that work for every single project, I've found in my own experiences – again, through many mistakes and failures – I've found that there are seven things you always want to check in deciding which ghostwriter to pick for your project.

1. Check price.

   The first thing you want to check is "price." Obviously, if you've got a strict budget, then you'll want to look for bids that fall into your range. I will caution you to be wary of bids that are significantly lower than the others. While it's not always the case, the old rule of "you get what you pay for" oftentimes applies. For me, I have a price in mind that I want to pay for a project, but I rarely let price be a major influence in my decision. There are other things that are more important.

2. Check feedback.

   You'll also want to check "feedback." For every project that a vendor is awarded, the customer is able to leave feedback concerning various factors of the project such as the vendor's

promptness, quality of work and so forth. You may want to avoid vendors who have several "bad marks". I look for vendors who have exemplary track records and don't settle for "average" or below.

3. Check experience.

   Don't forget to check for experience in the particular area of interest that your project is focused. If two vendors are equally qualified in the other things you check and one has already penned a book on the same topic or has some practical experience related to the topic, then that may be just the edge needed to make your selection. When available, I look for vendors who don't need to do much research on the subject, but rather already have knowledge and / or experience in that area.

4. Check history.

   Make sure you also check the history of the vendors' involvement at the site you have posted your project at. While not all newcomers are flaky, unstable risks, there are many more potential problems with a newcomer than with someone who has a deep-vested history of successful projects at the site. The more successful projects under their belt, the more likely the vendor is a solid, reliable ghostwriter to work with on your project.

5. Check portfolios.

   Most ghostwriters have portfolios available at the posting site where you can peruse their existing materials to check quality of content and writing style. This is a great way to "preview" the KIND of content you'll be receiving for your project without actually investing any money. Check out the portfolios of the handful of vendors that you're seriously considering. This alone will usually be the difference maker.

6. Check terms.

   You'll also want to check the terms of the vendor. Experienced vendors will oftentimes expect 50% of the total bid to be paid in advance. This is especially true if you are a newcomer to the site and have no history of your own. If you don't have the funds available up front, then this will obviously affect your

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selection decision. Check the vendor's terms, specifically in regards to funds and delivery times.

7. Check language.

   There are many qualified writers who are incredibly gifted, but the language you want the product written in isn't their first and primary language. And, because of that, there can be some problems in the finished product.

   <u>Example:</u> Sometimes verb tenses are mixed up or words are inverted, even used improperly.

   <u>Example:</u> Other times they use phrases and cultural references that your target audience may not be familiar with.

   So, make certain that the ghostwriter you choose is fluent in the language that your product will be written in.

Again, these are some shortcuts that I didn't have when I first started working with ghostwriters. I had to learn the hard way … so I really am glad to be able to share some of these things with you so you don't have to go through the same kind of trial and error.

While these rules won't get you a perfect success story 100% of the time, they certainly narrow down the odds of having problems. I wouldn't choose a vendor without carefully considering each of the six things that I mentioned here.

Now, before you actually choose one of these vendors, let me give you a simple "trick" here that most people never think of that will help you get a special deal from the ghostwriter you choose.   That's what step five is all about, which is…

5. <u>Communicate</u> with short-listed vendors. "Communicate with short-listed vendors." After you've checked the things we just talked about, you'll have it narrowed down to a few vendors who are on your short list.

These are the folks that you are seriously considering for the project. Now, in almost all cases, you can contact them privately to ask questions and so forth before you actually choose them.

I know you can at **[Elance](http://www.elance.com)**.

So, here's what you do – you contact the one vendor who is at the top of your list and…

YOU NEGOTIATE.

And what I meant by that is simply this: you let them know that it's between them and one (or two) other vendors for the job. And you ask them for one of two things:

1. Ask for a discount.

   The first thing you can do is "ask for a discount." If Vendor A has bid $250 and Vendor B has bid $300, but you really like Vendor B the higher priced guy best, then contact him and say this: "I'd really like to choose you, but I've only got $250 budgeted for the project. Vendor A is second on my list and he's within budget, but I'd rather go with you. Would you consider lowering your bid to $250? If so, I'll choose you today." I have NEVER had a vendor turn me down to date when I have made this request. NEVER. If the discount you're asking for is 15-20%, you'll almost always get it. Especially if you mention that you've got future projects that they'll be given priority consideration. So, that's one thing to negotiate. If not a discount, then you can also...

2. Ask for additional assets. "Ask for additional assets." If you are hiring a ghostwriter to create a manual for you, then here's what I recommend you do. When you have narrowed it down to a short-list, contact your top pick and ask them this: "I've narrowed it down to you and one (or two) other vendors. I was wondering if you'd include a 500 word newsletter article in your bid price. If you will, then I'll end the bidding now and choose you as the winner." And just like that, you can receive an extra ezine article – at no additional cost – that you can use to promote the product when it is finished. Again, I've never been turned down in asking for this additional asset. Better knock on wood, huh? ☺ Seriously, a short ezine article is nothing for these guys to write, and if that's all it takes to get a $500 job, most will grab it without a second thought.

So, you negotiate. Simply send the short-listed vendors a message through the private message system at the listing site and see who gives you the right response.

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And then...

6. <u>Choose</u> and work with a ghostwriter. "Choose and work with a ghostwriter." I'm not going to spend a lot of time here. This is just a simple step at this point.

You've looked over the candidates. You've negotiated a deal. Now, make your choice. The listing service will have some system in place where you choose a vendor, usually by the click of a button.

Click it.

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The vendor will usually accept the project within 24 hours.
Make any down payment that you agreed upon.  Contact the vendor
in the workspace provided to you.  And work with them on
completing the materials by reviewing the drafts they send you,
offering suggestions and keeping in regular contact with them.
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In a short amount of time you'll be presented with the final draft of your materials. Make the final payment. Leave positive feedback. And move on to the final step in the process...

7. <u>Complete</u> your product by working the "backend". "Complete your product by working the 'backend'". This is probably the most overlooked money-making strategy in all of niche marketing.

So listen closely. ☺

Years ago I opened a baseball card shop.

Yes, believe it or not, this is important to YOUR success in building a "wildly profitable" niche product business.

So indulge me as a I stroll down memory lane. ☺

I opened this baseball card shop and did "okay" with it.

"Okay" meaning that I made a little bit of money, but certainly not enough money to get overly excited about it.

One of the main reasons I didn't make a substantial amount of money ... I.E. "wildly profitable" ... was simple: In the middle of winter it was hard for my customers to be interested in baseball cards.

Unless you've been living on the planet Neptune, you know that baseball is a summertime sport. In the winter, no one gives the sport much interest.

In the winter, folks love to watch FOOTBALL.

So, in order for my baseball card shop to really become "wildly profitable," I needed to add football cards to my lineup.

I did. And I made more money than before.

But still not as much as I'd like to make.

You see, football season ends around late January and baseball season doesn't get started until a few months later.

But, as I realized with great relief, there was a BASKETBALL season during that time period. And I started offering -- and selling! -- basketball cards at my shop.

In fact, I started offering baseball cards, football cards, basketball cards, hockey cards, NASCAR cards, golf cards and even "collectibles" like figurines, coins and posters.

My baseball card shop become a "Sports Cards and Collectibles" shop and business boomed. That shop made me enough money in 2 years to get completely out of debt, including buying the home I lived in at the time.

And I learned a valuable business strategy that has allowed me to become very successful online as a marketer.

A lesson that I pass on to you with great expectation that you too will find tremendous profit when you apply it to your online business.

Here it is…

The key to success in any business is to establish and grow a customer base that continues to make additional purchases from you.

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Look at any successful business and you'll find that model in place. It's the foundation that companies like Pizza Hut®, Wal-Mart® and Blockbuster Video® have used, just to identify a few examples.

Think about it.

> If Pizza Hut® only sold their customers one pizza, they'd be out of business. They depend upon you and others to come back and buy pizzas (and soft drinks and cheesesticks, etc.) from them over and over again.
>
> What if Wal-Mart® only sold thumb tacks and seltzer water?
>
> They wouldn't get much of my money, and probably little of yours as well. I don't like seltzer water and I rarely use the high-profit margin thumb tacks. :-)
>
> Wal-Mart® depends upon you and I buying a WIDE ASSORTMENT of items from them on a REGULAR basis.
>
> What it Blockbuster Video® only carried a handful of movies that you can rent on Friday night? I mean, Tom Hanks is a great actor, but there's only so many times you'd want to hear him say, "Mama always said life is like a box of chocolates." Am I right?
>
> Blockbuster Video® offers a huge variety of movies in every imaginable genre so you can rent more and more and more. Not to mention, they rent video games, sell memorabilia, offer snacks and anything related to that particular industry.

It's all about growing a customer base of folks who give you repeat business.

The principle applies online as well, and is especially critical to niche marketing.

> You won't make a fortune creating one eBook entitled "How to Get Your Dog to Roll Over and Play Dead". Sooner or later, you'd run out of folks who are interested in that particular title.

My money is on sooner.

It's a "niche." That means less people are going to be interested in and actively seeking that particular information.

However, if you have a lineup of 10-15 different products (or even more) related to dog lovers, you could see a substantial amount of profit come in. Instead of buying one eBook from you, your customers have a series of related products to gobble up.

Expanding Customer base + Multiple Purchases Per Customer = Wildly Profitable Business

Look at my business online.

I don't sell ONE "internet marketing" course.

If I did, I'd be back selling sports cards again in no time.

Instead, I have over 50 RELATED products on the market. Most of my customers buy at least 10 of them in time. A large number of my customers have bought them all.

The key to success in any business is to establish and grow
a customer base that continues to make additional purchases
from you.

Ya don't just sell baseball cards.

Ya sell baseball, football, basketball, hockey and the rest.

Not just one pizza, but many pizzas.

Much, much more than just thumb tacks and seltzer water.

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Now, of course, you can setup a subscription site that you
update on a monthly basis and members pay you on a monthly basis
for access to your updates.  That is certainly an option,
especially if there is a particular area that you are passionate
about and if you have a lot of knowledge in that area.
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But, that's not what I'm going to recommend at this time. We'll talk about that later.

What I want you to focus on is setting up niche businesses that basically run on autopilot. Niche products that you don't have to update regularly, that you don't have to possess any special knowledge about and you don't even have to be interested in at all … you just know the topic is popular and can be profitable to you.

I cannot stress this enough. It's a proven fact:

It is MUCH easier to sell MORE to existing customers than it is to go find new customers.

If you've done your research and you've found a hot button with consumers and you've got a niche product that is doing okay and especially if it's doing well, then you simply gotta crank up the lifetime value of your customers and get them to spend more money with you.

Now, there are a lot of different ways to do this with affiliate programs and recurring income membership sites and so forth, but what I want to share with you now is an incredibly easy way to increase the amount of money your customers spend with you.

What I always recommend to my clients when it comes to niche marketing is this …

YOU SHOULD ALWAYS HAVE A PART 2!

Let me say that again, you should always have a part 2.

If you've found a niche, had a product developed, and people love it, do you think there's a chance they might be interested in a part 2? Of course they would.

If they were interested enough to buy part 1, and they were satisfied with it, then they'll be a likely candidate to buy part 2 as well, especially if they are offered a discount for the second sale.

Let's say you have a product, "101 Tips for Losing Ten Pounds". That's a good start, but our goal is to get people to make repeated purchases from us. Obviously, they aren't going to need more than one copy of that eBook.

So, that's where we begin creating "multiple, related products that cross promote each other."   It begins with a "part 2", but it could extend into an entire lineup of products.

There are a couple of ways to go about deciding what kinds of additional products to create.   You can create products that are…

- Related by audience interest
- Related by audience experience

Let's look at some examples.

Related by audience interest. We've got our "101 Tips for Losing Ten Pounds" ebook, so what could we create that would be related by "audience interest?"

Well, what is our target audience interested in? They are interested in losing weight and getting in shape.

So, we could create these products…

- How to Lose 10 Pounds in 10 Days
- How to Tone Up Your Tummy
- One Minute Exercise Routines
- 7 Ways to Boost Your Metabolism
- Low-Calorie Mealbook
- Walking Your Way to Better Health
- Yoga for Beginners

I mean, we could go on and on here with ideas. Do you see what I mean here?

These products are all decidedly different from each other, but they are all related to our target audience's interest – that of losing weight and getting in shape.

Anyone who buys your "101 Tips for Losing 10 Pounds" course would likely be interested in one or more of these additional products, because they are highly related.

Some of our customers will buy them all.

    And as you begin marketing these individual products, they all
    promote each other. When someone buys the "7 Ways to Boost Your

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Metabolism" ebook, it mentions the others in the series.  On the
"thank you page" for ordering the "Low-Calorie Mealbook," you
mention one or more of the other products.  In your follow-up
mailings when someone buys one of the products, you promote the
others.

Use your order pages, thank you pages, receipt mailings,
shopping cart, ecourses, etc. to offer them each of your
different products.  Use the products themselves as an
advertisement for your other products by mentioning them.
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And watch your profit multiply!

Your customers ultimately make multiple purchases from you.

And if you question whether or not this strategy works, look at your own computer. Chances are, if you've been involved in doing business online for any amount of time at all, you've bought products related to affiliate marketing, driving traffic to your site, building email lists, creating your own products, using pay-per-click search engines and so forth.

These are all related by interest – the interest of internet marketing or doing business online.

It works for all topics, for all target audiences whether you or they realize it at all.

So, that's related by interest.

Now, let's take a look at…

Related by audience experience. My wife walks. She bought a Leslie Sansone workout program for beginners.

It's gathering dust today.

Not because she never used it, but because she no longer uses it. She moved on to a 2-mile workout, then the advanced workout.

That's what I mean by "related by audience experience level." You create multiple products that advance your customer from one to the next, based on their level of experience.

The strategy works at all levels, with all business models, with all niches.

I mentioned a "Yoga for Beginners" product a moment ago when talking about related by audience interest. We'll use it as an example here. You could expand your product lineup by creating products that are related to the experience level of your target audience…

- Yoga for Beginners
- Yoga for Intermediates
- Yoga for Advanced Students

As your customer feels comfortable with beginning Yoga, they will likely want to "graduate" to an intermediate level, and then on to an advanced session.

And you can also weave in other focal points of your product to particular experiences that your target audience might face in their lives as well…

- Yoga for Expectant Mothers
- Yoga for Physical Therapy
- Yoga for Depression
- Yoga for Instructors
- Yoga for Busy Moms
- Yoga for People Over 50
- Yoga for Children
- Yoga for Airline Travel
- Yoga for Office Workers
- Yoga for Runners
- Yoga for Men
- Yoga for Golfers

(And from most of these, you can move them to "intermediates and advanced as well!")

That's how you create products that are related by the experience level of your target audience.

And this strategy of creating a myriad of related products for the same target audience works for any niche you are focusing on, for any product you already have completed, for any product in the Nicheology.com database.

Maybe the best part of this system is the fact that you can hire ghostwriters at Elance to write these products for you and

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actually get a half dozen products up and running at basically
the same time if you want, all cross promoting each other.

Or, you can have one created at a time, add it to the lineup and
your marketing and then continue to add more and more products
as you begin to make more money.
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It's really up to you how you want to proceed.

The important thing is to actually proceed.

You gotta work the backend. That's where the real money is made with your business.

Need a tip here about having the ghostwriter create both volumes at once.

**You encourage existing customers to buy
product after product from you.**

**You find more customers and repeat the
cycle over and over again.**

**The key to success in any business is to establish and grow a customer
base that continues to make additional purchases from you.**

Don't ever forget that.

Let's do a quick review.

The "Seven C's" system…

1. <u>**Compile**</u> **a loose niche product outline.**
2. <u>**Craft**</u> **a project description.**
3. <u>**Create**</u> **your ghostwriting project listing.**
4. <u>**Consider**</u> **bids and vendors.**
5. <u>**Communicate**</u> **with short-listed vendors.**
6. <u>**Choose**</u> **and work with a ghostwriter.**
7. <u>**Complete**</u> **your product by working the "backend".**

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That's the system. Use it over and over again.

This Week's Assignment

1) **Go ahead and hire a ghostwriter for SOMETHING.** Start out with a "smaller" project just to get your feet wet and experiment with the process. Remember, even if you are a prolific writer, you don't have to write EVERYTHING. And you can use these principles to get other people to write ezine articles, marketing materials, rebrandable reports, supplemental materials, etc. as well!

That's a wrap for this time.

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