

How to Create a Top Quality Information Product in 2 Hours or Less

I'll start with a little disclaimer here. I've learned this product creation technique by watching one of Jason Fladlien's webinars and I can honestly say that this is one of the most incredible pieces content I've heard so far.

Using the method I am about to show you, Jason made 2 million dollars from March 1st 2011 until February 2012. With that out of the way, let's get started.

In the short term, a mediocre product with good marketing will make you more money than a good product with a mediocre marketing. This is true for the short term but not so much in the long run.

Over time, good products will start to almost market themselves as long as you can get some customers with your mediocre marketing because in the long run your customers will be a lot more interested in your products and it will be a lot easier to sell to them. On top of that they will be interested in recommending and promoting a good product for you.

You don't need proof to successfully sell information products online. Proof can help but is not required. Proof usually makes the difference between five figure products and six figure products. But eventually you will get proof as they buy your product which will push your product to six or even seven figure results.

Many people say that most good product ideas have already being taken. That is false! Every day technology evolves and new opportunities that previously didn't exist are now available to product creators.

Look at how many information products have been created around Facebook, Kindle or Pinterest. Pinterest is very hot right now and everybody is talking about how much money you can make on Pinterest.

I bet there is something being created right this very moment that will be a go to product in the future and you could create an information course around it and make sales.

Speed is more important than ever for product creation. I am going to show you how to create top quality information products in 2 hours or less that automatically can generate traffic and convert with subpar marketing.

The product has to be top quality if you want to make it the easiest way in the world to make money.

Here's the product creation formula that helped Jason make his 1st dollar online and millions later on: 1 sitting, 1 problem, 1 solution product creation!

"If ever there was anything to write down, this is it!" But don't just write this down, you need to memorize it, you need to tattoo this on your mind, dream about it and wake up in the morning doing it!

1 SITTING, ONE PROBLEM, 1 SOLUTION PRODUCT CREATION!

From his experience Jason realized that if he gave himself a week, he could not finish creating a product. If he gave himself 2 days, he still could not finish creating the product!

The same result with 24 hours time limit, he still could not finish the product! In fact, if he stopped at any point when he first sat down to create a product, he could not finish it!

THE SOLUTION? The product creation starts when you sit down and begin working on it and the product is **FINISHED** when you get up!

Someone asked 'What if I got to go to the bathroom?' Well there are really only two options available to you: you either hurry up and finish the product or you hold it 😊

That's how serious you need to be when it comes to this stuff. You sit down, you start, when you get out of that chair you've finished! Whether it's an info product, an audio or a video, this is what you have to do, this is the goal, this is the formula!

Jason sits down looking at a blank screen and he gets up with something that made him thousands of dollars every single time, usually tens of thousands of dollars and sometimes even hundreds of thousands of dollars.

What does this mean? Your product must be short, must be actionable, must cover the essentials, in other words you don't do anybody any favors by taking 50 minutes to explain something that could be said in 5 minutes.

For some people it takes 50 minutes to explain something that could be done in 5 minutes because they allow themselves too much time to create the product but when you have the clock set up for a 2 hour window or when you sit down and when you get up the product is finished, you have to get right to the point.

This is great for your customers because they don't have to sit through the fluff, they can get right on with it and get some benefit out of it immediately!

It's good for them and it's good for you to be able to create immediately good quality products. You don't have to spend so much of your time to make that money!

The product must be short and actionable. Actionable means step-by-step: first do this, second do that and so on until the problem is solved.

Your product has to cover the essentials which means you can't start with the basics, the boring stuff, you can't start with the history. You just get to the point and say 'Hey, if you want to do this then start here, go!'

The average person who is purchasing info products is not used to get value like that so they immediately are going to love your stuff if you can present it within these parameters.

So don't present them history lessons, don't try to anticipate every possible scenario, don't cover the minutia, no big grandiose solutions, just provide them one solution for one problem and not one problem, fifty solutions!

You need to focus on one problem and provide the best solution for it and don't try to cover 50 different things.

If you follow this formula so tightly focused on solving just one problem, it will be a lot easier to market even if you're not that good at marketing because you're so tightly focused on covering a very specific segment and solving a very specific problem, you're immediately getting the attention from somebody who suffers from that problem and they are going to be even more likely to buy your stuff because it's so tailor made to them.

Thus way you automatically improve your marketing without even trying to improve your marketing. You create products in one sitting that focus on solving one problem with one solution!

It might be a little bit of a challenge, it might push you a bit but with practice I think we can all do it. The product does not have to be perfect; just try to make it good. You don't have too much to lose since it didn't take you that long to create it.

Anyone who has a good amount of desire, some ambition and a bit of focus can do this. You don't have to be Superman to make it happen. You got to want it and be willing to put in some work if you're willing to make some real money.

You need to have the focus to work two hours here, two hours there in order to make it work. Desire is the most important. You really have to desire your wealth!

You can be the smartest person in the world but without desire you won't accomplish anything! Even if you have a below average intelligence but have all the desire, guess what, it can change your life.

So when you create a product you need to follow this path:

- 1 problem, 1 solution, 1 sitting.
- Presented in step by step format.
- Sold at a ridiculously low price!

Now you're probably asking yourself why would you sell your product at a ridiculously low price? You might of thought that you have to sell at such a low price to build a list and if you thought of that, that would be incorrect. It is a secondary benefit but that's not the main reason.

If that's not the reason then maybe it is to make sales. That's true, you will make money but that's still not the main reason.

Maybe it is because you want to establish some authority, get a reputation, speed up that process. You can do all those things for sure but that's still not the main reason.

The reason why you have to sell it at a ridiculously low price is because it takes all the pressure off! There is no pressure when you sit down to create a product that will sell for a couple bucks.

Guess what pressure invites in: procrastination! Pressure leads to procrastination. On the other hand, with lack of pressure, no pressure at all, you just get it done! So you need to do this just to get it done, get it out there and start making money.

That way you'll see that it's possible. Think about it like having a giant check in your brain waiting to be translated into cash.

You can agonize over potential success inviting in procrastination or you can understand that success is inevitable.

Here's the inevitable success:

A. If the product sells well, great! You will be financially successful immediately.

B. If it doesn't sell well, great! Who cares if it does not sell well? First of all it only took you a couple hours to create it.

Second of all you can use the product that doesn't sell well to leverage it, to make everything else you do in the future infinitely easier to make money with.

For example you can take that product and offer it as a free bonus to the next product you create. That way it would be a lot easier to sell that product.

Or you can take that product and offer it as a bonus when you're promoting affiliate offers. You can also take that product and offer it in exchange for an email address and build your list. You can chop that product up and create multiple articles you can use to submit to article directories in order to create backlinks and get more traffic to your site. You can take those articles and create videos to submit to YouTube and other video directories. You can leverage that product several ways to make money easier in the future.

C. If it does ok, great! Because it does not take so many ok products to build a six figure income.

This is inevitable success if you truly get this and not just intellectually. If you truly get this it will alter your behavior and you will actually do it and you will truly embrace inevitable success and you will become inevitably successful!

Try to create the best value products you possibly can within these parameters. Not all your products will be home runs but with experience, eventually some of them will get to that level.

Before you reach that level it is just as important to understand what not to do. So here's what you should not do:

- You're not going to be able to hit a home run trying to sell something to somebody that does not want it.
- Don't compete in niches that are way too big, against big corporations because they have a way bigger budget than you. It's like jumping up and down in the ocean and the ocean would not even notice it. You're going to drown in the ocean even trying to make one sale. You can make six or seven figures a year easy by jumping up and down in puddles 😊 There are lots of puddles and only four oceans!
- Don't create products you can't do in one sitting.
- You can't create products to sell to people who don't have any money to buy them in the first place. Take teenagers for example. You can create a 'how to make money for teenagers' product but they don't have a credit card to purchase it.
- Some niches are too small to be worth creating a product.

This is how to do it right:

1. Create instant gratification products.

2. Create products in one sitting.

3. Solve it with one solution to one problem.

Most people focus on the big benefit when selling info products. That may not be the best way to do it. Handling problems and focusing on the problems and the pain they currently experience and creating products that solve the pain that people immediately and currently experiencing and are desperate for a solution, these are the products that people are going to be far more willing to pay money for than the products that only focus on big benefits.

Benefits are something that you can enjoy in the future but you currently don't enjoy. Problems, pains are things you currently experience that you would like to not experience them in the future.

A product that focuses on addressing immediate pain with a fast solution is going to do far better than the benefit only products. If you really get that, all of a sudden opportunities start popping up and you will have now a radar up unconsciously to show you how to create one problem, one solution products.

Products that can show the customer how to solve a problem in less time and with far better results are going to do very well.

This is like when you buy a car and all of a sudden you start noticing all the similar cars because you own one. It is called awareness and this is what you should have from now on. The easiest path to creating six figure products:

- **Create a 1, 1, 1 product that...**
 - Promises a specific solution in a specific time frame
 - Solves an "immediate problem"
 - With less effort required!

If you liked this report then I highly recommend the following product creation course:

[Discover How You Can Create Valuable, In Demand, Helpful and ACTION-INSPIRING Information Products In Less Than 48 Hours!](#)