

Product Creation: From Zero To Done In 2 Hours

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Introduction

Welcome to “Product Creation: From Zero To Done In 2 Hours” and thank you for downloading this report!

Here’s the deal. After reading this short report, you’ll be able to use my 3x1 product creation formula to create your own in-demand, valuable and actionable information products - and the whole process won’t take you more than 2 measly hours.

First things first - I’m sure you’ve heard over and over how having a fleet of your own products is the key to online success. And it’s true.

But what they don’t tell you, is that creating your own info product isn’t all roses and unicorns. Finding your niche is hard. The competition is fierce. There are tons of complex problems that your market has that you have no idea how to solve. And so on.

That’s why I’ve created this report. I want to clear up some of the biggest the misconceptions and give you a roadmap to follow if you want to create your own products - as quickly as possible.

My name is Jason Fladlien, and in case you haven’t heard about me, I’m somewhat famous for being able to create tons of information products fast - while also giving my customers higher quality than the competition.

In fact, the techniques you’re going to learn are responsible for generating *millions of dollars* in revenue for my company Rapid Crush, Inc. that I’ve founded together with my friend and business partner Wilson Mattos.

And here’s the amazing part. Anyone can take these techniques, create their own products and sell them successfully - even if you don’t have the experience, any proof, income screenshots or a dozens of JVs lined up dying to promote your offer to their lists.

Anyway, let’s dig in!

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The “I Only Have 2 Hours To Finish This” Rule

Here’s what you should know. My first information product took me MONTHS to create - because I just couldn’t get myself to finish it. I started over and over. I failed. I tried again. I failed again.

That’s when I stumbled upon something that changed my life. Literally.

I discovered that it’s possible (and in fact, a heck of a lot easier) to create info products that sell like hotcakes in 2 hours from zero to finish. Here’s why.

When you only have 2 hours to finish something, your sub consciousness forces you to be VERY effective.

No matter what do you think of your work ethics, I can guarantee you that if you sit down with an idea and don’t let yourself get up until you’ve finished your product, you’ll be amazed at your speed and efficiency.

The product is going to turn out great, too - there will be no fluff, no filler, nothing like that. You won’t have time for that! As a result, your customers are going to be VERY happy with your product.

Case in point, my first info product sold thousands of copies when I launched it and is still making me passive income... years later! (It’s called “How To Write An Article In 7 Minutes”, if you want to look it up).

Bottom line is... In order to efficiently and quickly create info products that sell, you have to limit yourself to one sitting to create a complete product.

And there is ONLY ONE way this is going to work. You have to follow my 3x1 product creation formula. Otherwise you’re going to waste tons of time and won’t be done in 2 days or even 2 weeks instead of 2 hours.

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The 3x1 Product Creation Formula

It's incredibly simple - yet it has helped me and my company generate millions of dollars online. I still use it to this day. Here it is:

“1 Sitting, 1 Problem, 1 Solution”

That's it!

Simply put, in order to be done in 2 hours or less and have a potentially successful product on your hands, you have to create a product that **provides ONE solution to ONE problem - and you have to write it in ONE sitting (2 hours, tops)**.

Thing is... Most people overcomplicate product creation to the point that they're paralyzed with fear and can't get started at all!

Product creation is NOT complicated, and it does NOT take a lot of time if you follow this simple formula.

Here's an example. If you were to create a product on Internet marketing in general... It would have to be HUGE and you would probably have to spend months writing it. The problem is, it would also be very hard to sell - because people would assume (rightly so) that it's too vague!

On the other hand, if you focus on ONE problem - for example, “how to build an email list using Pinterest”, you can find ONE solution and create the product in ONE sitting. And it would be a lot easier to sell, too - because it solves a specific problem!

This approach also helps you avoid one of the biggest mistakes marketers are making all the time: They create a solution and then try to find a market for it! That's not how it works. Instead, find one problem, provide one solution, do that in one sitting and you're set!

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Creating one problem, one solution products is a lot more fun and a lot more profitable than writing huge reports on vague subjects and fluffing them up with Wordpress screenshots.

In fact... there's a very good reason why I want you to take as little as 2 hours to create a product.

That forces you to be effective. And lets you avoid the mistakes most info product creators make.

If you only have 2 hours from start to finish, you're NOT going to waste your time (or, even more importantly, your reader's time) going through basics that could be found anywhere - and that probably most people know.

Instead, you're only going to focus on giving them a specific, working solution to a specific, painful problem. And you don't need more than 2 hours to do that!

Now let's talk about some of the questions I get all the time.

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How To Come Up With Unique, Profitable Product Ideas

Most people think that with the gazillion of info products out there, it's just not possible to come up with something that hasn't already been done to death.

That's completely wrong. Here's why.

New stuff happens all the time - especially online.

For example, take Pinterest. They hit it big at the beginning of 2012 - and marketers and info product developers are still catching up with it!

Google is introducing new features all the time - and most of them can be used to solve problems like traffic, getting more leads, being more productive and so on. You could write a hot little information product on any of that stuff!

That's just online marketing. Whatever your niche is, something new happens all the time. It doesn't take much to come up with a quick, helpful info product that lets your readers achieve more, in a shorter period of time, and for a lesser amount of money.

Don't for a second limit yourself with thinking that "everything under the sun has already been written". That's just not true - and you're limiting your own success with that kind of thinking!

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Why You Don't Need Experience, Proof, JVs And Income Screenshots To Get Started

This is just another obstacle most marketers put in front of themselves as an excuse not to get started.

You don't need any of that to put out your first (or next) information product.

Proof, testimonials, and other stuff like that is the difference between 6 and 7 figures. But if, right now, you are making close to nothing, wouldn't it make sense to get to 6 figures first and pick up proof, testimonials, experience and JVs along the way?

You can get an amazing start with a one problem one solution product - and even if your first one flops, so what? It only took you a couple of hours to create!

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Why It's Impossible To Fail With This

You'll probably be relieved to hear that if you follow this technique and take no more than 2 hours to create an info product that solves one problem... it's impossible to fail.

If your product sells like hotcakes, great! Create the next one and build on your success.

Even if your product doesn't sell that great, the upside is that now you have a product that you can do whatever the heck you want with!

For example, you could create another product and give this away as a bonus for free. That will instantly increase your conversions without you even trying.

You could also offer this as a bonus to an affiliate offer. Again - you'll increase your conversions effortlessly... Just because you spent 2 measly hours and created your own product!

No matter how you spin it, you'll come out ahead.

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Info Products Getting Cheaper And Cheaper? Great! Here's Why...

Like it or not, information products are getting cheaper and cheaper. The competition is driving prices down like there's no tomorrow.

Here's why that is a good thing for you if you're just starting out.

The fact that you're going to sell your first product for cheap takes ALL the pressure off.

Think about it. If you set off to create a product that you knew you're going to charge \$500 for... you'd probably start coming up with reasons why you can't deliver that type of value and so on.

But if all you're charging is \$7... Surely you can deliver THAT much value, right?

By the way... You're going to make plenty of money down the line, and you're also going to be able to create high-ticket info products. But it's best to start with baby steps. \$7 products.

This is not about trying to create a massive, multimillion dollar launch for your first product. It doesn't work like that anymore. Nowadays, it's about creating as many specific solutions to specific problems that you can and leveraging that value.

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Conclusion

Could you take what I've just taught you, go out and create an info product in 2 hours and make it into a massive success?

Probably not. There's a lot more to this, and while you could go out on your own from here, it would be an awful lot of guesswork and frustration.

So here's what I want you to do now.

I've recorded a free webinar that goes into way more detail than it's possible in this short report.

At the end of that free webinar, I'm going to make you a paid offer that I think is completely awesome and will help you a lot.

I'm going to give you tons of free techniques and tips, and go a lot more in depth on the stuff I've covered here. And if you find it exciting, helpful and actionable, I want you to consider the paid offer. If you don't - no harm done, you'll still learn tons of valuable stuff about product creation!

Click on the link below to watch the free webinar!

<http://webfini.co/cg>

It's only about an hour long - and the first 50 minutes of it is pure info. The paid offer is presented at the end. Remember - only consider it if you like the free information I'm giving away!

Jason Fladlien
CEO, Rapid Crush, Inc.