



Entrepreneur Extraordinaire



Top experts share their secrets to business success

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PUBLISHING™



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We dedicate this book to you

the entrepreneur, business owner, sales professional or consultant, whether you are experienced or are just starting out on your path to entrepreneurship. You recognize the power of knowing what to do, as well as how and when to do it in order to be wildly successful. We salute you for wanting more knowledge designed to advance your business—and we celebrate your commitment to being the best you can be. We are here to give you all we have to make your entrepreneurial venture extraordinary.

The Co-Authors of *Entrepreneur Extraordinaire*



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The Co-Authors of *Entrepreneur Extraordinaire*



Introduction

Congratulations! You have opened an incredible resource, packed with great ideas that will enhance your entrepreneurial experience in ways you cannot yet imagine. You are about to discover how to strengthen and develop your business skills to ensure that your business is profitable, sustainable and thriving.

Your success comes as the result of more than talent, commitment and hard work. Your success will also be determined by how well you manage all aspects of your business. When you are an entrepreneur, you are responsible for everything—marketing, product development, customer service, sales and networking. Every success and setback you experience will come from the decisions you make. Your success as an entrepreneur depends on how productively and effectively you run your business and how well you communicate and cultivate customer relationships and strategic alliances.

We know you want to be the absolute best entrepreneur you can be. With this book, you will quickly learn how successful entrepreneurs get the very best results. As top experts in each of our respective specialties, we have joined to give you the most powerful information and strategies available.

Each of us has seen how even small changes can transform and uplift a business. Here is just a sample of the benefits you will find inside to transform yours:

- Communicate your personal brand and make it part of everything you do.
- Overcome setbacks and emerge stronger than before.
- Get control over your time, paperwork and email.
- Maximize the social networks and the Internet to grow your business.
- And much more!

All the entrepreneurs you will meet in this book want you to succeed. We have outlined for you our top strategies and included the most expert advice we have to advance your success.

To get the most out of *Entrepreneur Extraordinaire*, we recommend you read it once, cover to cover, then go back and follow the advice that applies to you in the chapters most relevant to your current situation. Every improvement you make will increase your confidence and effectiveness and positively affect how others respond to your business.

Just learning what to do will not create transformation. Take action and apply the strategies, tips and tactics we share in these pages, and you will reap many rewards. With our knowledge and your action, we are confident that, like our thousands of satisfied clients, you too will benefit from *Entrepreneur Extraordinaire*.

To your unlimited success!

The Co-Authors of *Entrepreneur Extraordinaire*



Creating Information Products to Expand Your Success

By Dortha Hise

Entrepreneurs wear many hats in business. From networking and client calls, to social media and newsletter creation, entrepreneurs are some of the busiest people that I know. For entrepreneurs, it is important to create a steady pipeline of new prospects and clients to maintain your cash flow in your business. Product creation may not be one of the hats that you have thought to try on. Over the next few pages, I will share different types of information products and identify key ones to incorporate into your business to begin making money immediately! I will also include tips to monetize each information product. A resource list is also included to help guide you on your information product journey.

There are physical products and information products. A physical product is anything you tangibly hold in your hand, such as a book or a DVD. Alternatively, an information product is anything digital

that can be downloaded from your website or emailed to the person who orders it. Typically, what you will see on a website is “Click here to download your XYZ copy of our Special Report,” and you enter your email address to receive the report. A moment later, the special report is in your email inbox. One key thing with any product, whether physical or information, you want to provide value for the people who will ultimately be downloading or purchasing it, so they want to come back and experience more of you.

Types of Information Products

Some examples of information products include blogs, articles, newsletters, eBooks, tele-classes, webinars, podcasts, videos and special reports. I will take a few moments to explain each of these and then share how to create your own information products.

The beauty of information products is that they can build on each other. For example, once you create a blog, you can expand on your points to create an article, which is longer than your blog. Likewise, your articles can become features of your newsletter or be compiled into chapters of an eBook and so on.

Blogs

A blog is like a journal except it is published to the world. Your entries are called “posts,” and people can subscribe to your posts, make comments on your blog and create an entire community around your following. Many blogs focus on one particular topic; others are more of an online journal similar to a diary. Others are incorporated into a company’s branding and utilized as advertising. Blogs include text content, images and, sometimes, links to other blogs or websites to keep the content fresh and up-to-date. If you are in business, a blog is a great tool to have in your marketing arsenal.

According to a study by The Nielsen Company (www.nmincite.com), as of February 2011, over 156 million public blogs existed on the Internet. It warrants repeating: If you are in business, a blog is a great tool to have. There are several online resources to create your blog online. Two such sites are WordPress.com® or Blogger.com®, which are both free.

Another beautiful thing that you can do with blogging is become a guest blogger. You can search for blogs that are a match to your ideal clients and ask about writing a blog for them. What you may find is that some bloggers provide compensation for this and the exposure to an entirely new list of people may be the reward for you in this endeavor. See “Using Blogs and Video to Build Your Business” by Robin Smith on page 175.

Articles

An article can be produced in either print or electronic format. For the purposes of this discussion, we will focus on the electronic version of an article.

An article is often a minimum of 500 words and various article directory sites online have different requirements. If you decide you are going to utilize articles as an information product and use proliferation as a method of getting your word out, make sure you check the editorial guidelines when submitting for word count, topic and so on. One client I work with creates an article a month and then circulates the content to many article directory sites as well as doing outreach to physical publications to see if they have a need for articles. The beauty of the physical publications is that some of them pay!

Let’s say you are a business coach and you have created an article called “Ten Tips for Business Success.” Once you come up with the

title of your article, you begin creating each paragraph or section. Give lots of ideas and tips and incorporate client experiences and testimonials to help support each point.

You can really gain momentum in proliferation of your articles and get your name out there with article directories. They allow you to post your article in one place with the potential of thousands of other sites seeing your article and having them post your article on their site. Make sure to read the fine print when using article directories as there may be exclusivity and other things that you may not want to grant when posting to various places.

Newsletters

A newsletter is a form of direct marketing that is sent to folks who are subscribed to your list. A newsletter incorporates articles, ads, tips and more. Your newsletter is a way to stay in front of your subscribers. After someone comes to your website and opts in for your free report or eBook, the newsletter is the next way to stay top-of-mind for your prospects.

One client came to me and had never done a newsletter. We set up a beautiful template in Constant Contact® and began doing a weekly newsletter post that he incorporated into his blog. We are regularly posting his materials throughout social media, and he is getting new clients because of being in front of his target market on a regular basis.

The monetizing of your newsletter really comes from the reputation you build among your followers and if they are sharing your newsletter with others. Are you getting it out on social media? You could also tie in a special offer just for your newsletter subscribers—for example, a discounted rate for your new ebook! In providing a ton of value in your newsletter content, people will want to work

more with you, and they come into the funnel of your information products on the store of your website.

eBooks

An eBook is an electronic version of a book that can be read on a computer or smart device. It can vary in length from five pages to a full-length novel or book. It is sometimes a free downloadable at your opt-in box on your website. It can include images and diagrams, as in a hard copy book, except it is electronic.

After you have created an article, you can extrapolate your material and expand on each piece to create a chapter for each step you discussed in the article, thus creating your eBook. I have helped many clients create an eBook as a starting point for getting the word out about their business. One client sent me her notes on her self-help topic for women. Working closely with her, I compiled her notes into a 12-page eBook format, which she initially sold as a \$27 download. After some time, she decided she wanted to upgrade the product. We extrapolated the existing content into an interactive 40-page workbook providing note space. She sold the workbook on her website as a download for \$47.

One of my favorite things about an eBook is that it is delivered electronically. You could incorporate a few videos with your eBook and increase the monetary charge for this product. You could interview leading experts in your field and incorporate that into the product. This all ties in to the value of your services! Your one eBook and other accompanying products just went from a \$15 eBook download to a \$97 product bundle by incorporating some videos and interviews. If you sold 100 copies of the eBook download, your profit would be \$1,500; if you sold 50 of the \$97 product bundle, your profit would be \$4,850. I think this demonstrates the power of information products.

Tele-Classes

A tele-course or tele-class or tele-seminar all refer to people connecting via phone. The idea behind a tele-class or tele-seminar is that you are utilizing a one-to-many approach in your teaching. Rather than preparing material for a one-to-one delivery, a tele-delivery program allows you to be on the phone with many participants at once.

Think of a tele-class as a workshop you conduct by phone. The participants dial into a bridge line where everyone is connected and the workshop takes place. There are many services available to host such calls and many are free, such as FreeConferenceCall.com® or FreeConference.com®. Some services offer additional features including screen sharing, so you can show a PowerPoint® presentation. There are even services available to host international callers.

Tele-classes are a great way to stay in touch with the people who are on your marketing list. You could host a monthly tele-class and talk about *10 Tips to Success in Public Speaking* or *Five Hot Ways to Dress on a First Date*, for example. The idea here is you could make tele-classes an ongoing, monthly subscription service. You could also incorporate a closed Facebook® group for members only so that the participants have another avenue to interface with you and with each other—all building camaraderie and rapport—thus leading to more value that you have provided.

Webinars

A webinar is a web-based seminar. Typically, a seminar or workshop or presentation is presented via the Internet. Many service providers for webinars also offer a recording feature that can be utilized after the event is over. A webinar is a great way to literally get in front of your prospects or clients and host a presentation with interaction as if you were in the same room.

There are a wide variety of webinar hosting services available free and many charge nominal fees, such as Any Meeting® or GoToMeeting®. I am currently working with a client who is rolling out a webinar series for which he plans to get 1,000 or more subscribers on a regular \$17/month subscription: $\$1,000 \times 17 = \$17,000/\text{month}$ from one information product!

A webinar can be constructed from the live workshops you have created and want to take to a web format. After you conduct the webinar, you can then create a product that you sell on your website as a downloadable. You could include a workbook that goes along with the webinar that the participant will work through as they watch the webinar. Like with the tele-classes, webinars can become a subscription-based series that you are doing on a regular basis.

Podcasts

A podcast is a unique type of digital media that can become part of a series, in a video or audio format that can be subscribed to and downloaded from your website. The word “podcast” comes from the term “broadcast” and from the iPod® to create “podcast.” Although a podcast can be listened to in a variety of ways including on your computer, many are listened to via portable media players such as an iPod® or MP3 player. Content for a podcast can be short tips and ideas for your followers or subscribers or you can have longer content, such as interviews or a radio show format.

There are varying degrees of involvement for podcasts—you can create your own website and files, edit them and post them, or you can utilize a third-party service to host, such as BlogTalkRadio®. In setting up a channel on BlogTalkRadio, decide the format you are going to use to host your show, considering whether it will be only you each time or if you will host guests on your show. Alternatively, you could reach out to various shows and see if

they are looking for guest experts. There is a free service available at RadioGuestList.com® where you can sign up to receive daily emails to get radio interviews, talk show expert publicity, podcast guest and sponsors.

Videos

Tying in with podcasts, videos are another way to reach your target market. In my opinion, videos are highly under-utilized and a very effective way to reach your prospects. A client I worked with recently did a five part series on financial freedom. She created each video with her web cam and we uploaded them onto YouTube®. We then embedded them onto her website—now she can refer her clients to visit her website and get her five tips for financial freedom. She can also promote her website link throughout social media and be able to drive traffic back to her website, get more sign ups, have more people viewing her videos, sharing her videos and wanting to sign up with her for other services. Videos are an effective way to interact with your audience and can be done and uploaded in a few minutes at your computer.

Plan your content as you did with your articles and prepare a video for each of your “Ten Steps to XYZ.” Spend three to five minutes on each video to maintain engagement with your audience.

Food for Thought

Information products are a great way to add additional streams of income to your business. Articles can be proliferated by article directory sites that are picked up on various websites. This may get you an interview on a radio or television show.

Information products add to your existing product base or allow you to create products to begin building your online store. In large part, the cost of creating information products is only that of your

time as all formats are digital, and there is no need for printing your workbooks or burning CDs or DVDs.

You may need to hire professionals in order to help support you in getting your content up onto your website or hire a virtual assistant who will help get your articles onto the article directories. These costs incurred will help free up your time to be in the field, meeting new clients and bringing in more business. Another tidbit for your information product success: once you create these products, they are always available to sell on your website, offer to prospects at a speaking engagement and much more.

“Action is the foundational key to all success.”

–Pablo Picasso, Spanish artist

Resources

• Article Directory sites		www.searcharticles.net www.ezinearticles.com www.articlesbase.com
• Webinars	<i>GoToMeeting</i> <i>AnyMeeting</i>	www.gotomeeting.com/fec www.anymeeting.com
• Videos	<i>YouTube</i>	www.youtube.com
• Podcasts	<i>BlogTalkRadio</i>	www.blogtalkradio.com
• Tele-Classes	<i>FreeConferenceCall</i> <i>FreeConference</i>	www.freeconferencecall.com www.freeconference.com
• PodCasts	<i>RadioGuestList</i>	www.radioguestlist.com radiotalk-show-guests.html

With the call to action and the resources list above, you now have all the tools you need to create profitable information products today. I would love to hear what is working for you and what is helping you grow your business.

Get in Action!

I encourage you to pick at least three of the information products above and get in action today to create them and begin marketing them on your website.



Dortha Hise

Your success is my business!

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Dortha Hise is passionate about helping others be successful. Born and raised in California, she began her first business at the age of 11 breeding hamsters and selling the offspring to local pet stores. She graduated from Loyola University of Chicago with a bachelor of arts in psychology in 1998 and received a bachelor of science in criminal justice in 2003 from the University of Nevada, Las Vegas.

A serial entrepreneur, Dortha runs a successful virtual consulting business and a web design and development business. She offers a variety of support to her clients from research and phone calls to web design and social media support.

An ardent advocate for breast cancer cure, Dortha has walked in the Sacramento American Cancer Society Making Strides® walk since 2006. In 2010, after losing a close friend to breast cancer, Dortha raised more than \$2,000 and walked 40 miles in the Avon Walk for Breast Cancer®. Dortha and her best friend and husband, Jason, have coordinated medical screening clinics to benefit the Shriners Hospital for Children® and currently oversee all the screening clinics in Northern California.

“Entrepreneur Extraordinaire is filled with useful ideas and practical advice to build and improve your business. Whether you’re looking for more customers, new ways to increase your success, or how to make your business life easier, you’ll find expert help in this book.”

—C.J. Hayden, Author, *Get Clients Now!*

Entrepreneur Extraordinaire is a “must read” resource for every person with a business. It is your ultimate guide for best practices, practical operational solutions, innovative marketing ideas and what you always need—inspiration. Everything you need to establish and grow your ideal business is here in this comprehensive tool. The insights from these top experts will show you how to effectively catapult the growth of your business, achieve all your goals and gratefully embrace all the success you seek and rightfully deserve.

See What's Inside



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By Cynthia Bruno, Esq.

Selecting Your Best Business Model

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