

## **Use Your Newsletter Articles to Create a Profitable e-Product – *Today***

If you've been writing a newsletter for more than a year, chances are there's a profitable e-product in your very near future, And yes, if you follow a few simple guidelines, you can put it together in a day!

Simply answer the questions below, and you'll be well on your way to an article-based e-product that will be sought out by your clients and customers – *and* easy for you to create.

### ***1 - Start with the broad strokes***

In a nutshell, what is your newsletter all about?

Examples might be: “Marketing tips for coaches, with an emphasis on Internet marketing” or “Tools and techniques that help working mothers become more productive” or “Ideas, strategies, and advice to help coaches build thriving businesses.”

Take a look at all the articles you've written, and then write a general description, or summary, of your newsletter content here:

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### ***2 - Go more specific***

Within your overall content, look for sub-categories – places where your articles seem to hang together naturally.

You may find it helpful to categorize your articles by topic, skill or technique, level (beginner, intermediate, advanced), or chronology (do this first, then...).

Example: In a newsletter about building a coaching business, sub-categories might include getting clients, automating procedures, and marketing. Or you might organize by clumping articles for beginning coaches, and articles for established coaches. Get the picture?

In the lines below, write all the sub-categories – and combinations of sub-categories – you can come up with. This isn't the time (yet!) to make decisions about what makes sense, or doesn't. At this point, simply write everything that comes to mind:

#1 \_\_\_\_\_  
\_\_\_\_\_

#2 \_\_\_\_\_  
\_\_\_\_\_

#3 \_\_\_\_\_  
\_\_\_\_\_

#4 \_\_\_\_\_  
\_\_\_\_\_

#5 \_\_\_\_\_  
\_\_\_\_\_

#6 \_\_\_\_\_  
\_\_\_\_\_

Now, to the list above, add the individual articles you've written that would fit into each sub-category. Note: You'll probably have a bit of overlap!

### ***3 - Listen to your customers***

The better your e-product answers the needs and desires of your customers, the more successful it will be. It's that simple. So listen to what your customers have to say!

Ideally, you did a bit of research before you started your newsletter, so you have a pretty good idea about what interests your customers and clients. Here are some questions that may help you discover even more:

Which articles (or content areas) have your customers and clients responded to most positively? Asked you about? Which articles were requested for re-publication (by another newsletter, for example)?

Which articles elicited interesting comments from your clients, or colleagues? Which mirror the issues and questions that keep coming up on your niche's blogs and discussion boards? Which were initially written as a response to client requests?

Based on your answers to these questions – and your experience and instincts – choose the top area, and the most relevant articles, and write them here:

Sub-Category: \_\_\_\_\_  
\_\_\_\_\_

Individual Articles in the Sub-Category (choose 4-8):

- 1 - \_\_\_\_\_
- 2 - \_\_\_\_\_
- 3 - \_\_\_\_\_
- 4 - \_\_\_\_\_
- 5 - \_\_\_\_\_
- 6 - \_\_\_\_\_
- 7 - \_\_\_\_\_
- 8 - \_\_\_\_\_

#### ***4 - Create your product!***

I'm all for keeping things simple.

To create an attractive – and very basic – article-based e-product, here's all you need to do:

- Get everything into one document (MSWord works well):

*Cover sheet:*

- title (jazzy benefit-driven description)
- simple graphics (optional)
- list of articles that are included (add brief description of each, if you like)
- description of any 'bonus' that's included

Examples of bonuses: If one of the articles in your e-product is, say, about how to write a resume, the free bonus could be a sample resume, a resume template, or a simple

(Kathy Gulrich, Profitable e-Products, page 4)

worksheet. If you collaborate with another coach or consultant, the bonus could be one of *their* articles related to your topic. Or the bonus could be free – or discounted – participation in one of your upcoming teleclasses.

*Articles:*

- start each article on a new page
  - adjust text and spacing so that there are no pages with just a few words or sentences on them
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- Be sure to include all of your pertinent contact information (name, company name, website address, email) on the cover sheet – and throughout the document, if you like
  - Include your copyright information *on every page*
  - Convert the file to a .pdf document

Congratulations! You now have an e-product ready to go!

### ***5 - Get your e-product to your customers***

How you get your product to your customers will vary based on many factors, of course. Here are a few things that will come into play :

- free vs. fee product
- solo product, or one of many
- buying patterns of your customers
- your market niche
- your expertise in the subject area
- how well you're known by your customers and prospects
- and many, many other factors....

Once again, I'm going to keep it simple. Here are the bare bones you'll need to get started:

- *Product Launch:* In a nutshell, you need to let your customers and prospects know that your product is now available. To start, make the announcement in your newsletter, in any classes or workshops you lead, and on your website. How you market the e-product from there is up to you.
- *Collecting Money:* If you're charging for your product, you'll need to implement a method for customers to pay you. On the simplest end, customers can mail you a check. They can pay via PayPal\* (you'll need to open an account). Or easiest – particularly if you have other products, or expect many orders – you can set up a merchant account.\*
- *Distribution:* Getting a free product out there can be as simple as attaching the product .pdf file to an email. If you have a shopping cart,\* however, that'll probably be the easiest way to go (automation saves lots of time!). Tip: Be sure to sign up with a shopping cart service\* that allows digital products!

(Kathy Gulrich, Profitable e-Products, page 5)

## **6 - Do it now**

Virtually anyone can *think* about developing a successful e-product. Will you be in the minority, and actually do it? I hope so.

I encourage you to use this worksheet now (yes, I said *now*) to make notes ... make decisions ... and get your new e-product designed and finished today. Once you get going, it will only take a few hours, I promise.

I've listed some of my favorite resources for this project below. And please feel free to use the article-based e-products I put together for artists for reference as you create your e-product. You can check them out at:

<http://www.smARTlearningCenter.com/bookplus.html>

And when you finish? Please share. I'd really love to see what you created.

Let's create more success!

Kathy

### **\*Kathy's favorite resources:**

Be sure to check out these services, and their specific offers and plans, before you purchase to see if they make sense for you. I've used them all, and have been very happy with them:

For inexpensive, royalty-free graphics: <http://www.istockphoto.com>

PayPal: <http://www.paypal.com>

Merchant Account (to accept credit cards): <http://www.practicepaysolutions.com>

Shopping Cart: <http://www.1shoppingcart.com>

Promote your Articles: <http://www.ideamarketers.com>

### **Meet Kathy Gulrich**

[www.kathygulrich.com](http://www.kathygulrich.com)

Manhattan Real Estate Expert at Ideamarketers.com, Kathy Gulrich knows firsthand the frustrations - and joys - that relocating a home can bring, and shares a wealth of practical experience and knowledge with her buyers and sellers. Clients are first drawn to Kathy's energy and enthusiasm, and then impressed by her hard work on their behalf.

Kathy is as comfortable with "the numbers" of making a real estate deal as she is helping clients with the "softer" side of home ownership. No surprise, actually. She holds a bachelor's of art in Music from Rutgers University, and a M.Ed. in Mathematics from West Chester College in Pennsylvania.

Kathy is also a best-selling author (*Build Your Business with Testimonials* was released in 2006); and she is a fine artist, with paintings in private and museum collections worldwide. A New York licensed Associate Real Estate Broker, Kathy brings an interesting combination of logic and creativity to everything she does.