

51

**Powerhouse
Info-Product
Formats**

by Wally Conger

wallyconger.com

Copyright Notice

Copyright © 2011 by Wally Conger.
All rights reserved worldwide.

Legal Notice

This report is designed to provide accurate information in regard to the subject matter covered.

While all attempts have been made to verify information provided in this book, the author does not assume any responsibility for errors, omissions or contrary interpretation of the subject matter herein. This book is not intended for use as a source of legal or accounting advice. The author wants to stress that the information contained herein may be subject to varying state and/or local laws or regulations. All users are advised to retain competent counsel to determine what state and/or local laws or regulations may apply to the user's particular business.

The purchaser or reader of this eBook assumes responsibility for the use of these materials and information. Adherence to all applicable laws and regulations, both federal and state and local, governing professional licensing, business practices, advertising and all other aspects of doing business in the United States or any other jurisdiction is the sole responsibility of the purchaser or reader. The author assumes no responsibility or liability whatsoever on the behalf of any purchaser or reader of these materials.

Any perceived slights of specific people or organizations is unintentional.

This report may be distributed freely to anyone. But you may do so only if it remains unchanged.

Introduction

So you've stuffed everything you know about fighting moles, voles, and gophers into a comprehensive 137-page eBook.

The Ultimate Guide to Annihilating Backyard Varmints

Cool.

Maybe you've even sold a buncha copies to frustrated gardeners who were hungry for the information you offered.

But now what?

You know you should add more content to your business.

You know the "backend" (or follow-up) is where most big paydays are found.

You know you need to create more products.

But that first project tapped you out, and you're at a loss for new product ideas.

Never fear. There are plenty of ways to package, re-package, chop, chunk, crop, squeeze, and spit out info-products.

This report lists 51 different info-product formats you should consider when expanding your product line.

And if you haven't even created your first product yet, this'll help you generate a few ideas. Go for it!

51 Powerhouse Info-Product Formats

1. Publish-on-demand book
2. Digital eBook
3. Kindle book
4. Special report
5. White paper
6. Cheatsheet
7. Checklist
8. Blog post
9. Book of collected blog posts
10. Book of collected interviews with experts
11. Book of collected articles and/or essays
12. Book of collected tips, strategies, and tactics
13. Book of collected newsletters
14. Book of forms
15. 3-ring binder manual
16. Directory

17. Catalog
18. Workbook
19. Price guide
20. Home-study course
21. Ezine
22. Printed newsletter (delivered by snail mail)
23. Email newsletter
24. Downloadable PDF newsletter
25. Searchable CD-ROM
26. Seminar transcript
27. Webinar transcript
28. Mindmap
29. Software
30. Podcast
31. Set of MP3's of podcasts
32. MP3 audio recording of book
33. MP3 recording of expert interview
34. Set of MP3's of two or more expert interviews

51 Powerhouse Info-Product Formats

35. MP3 of seminar, workshop, or speech recorded live
36. Set of MP3's from seminar or workshop
37. MP3 of live phone consultation with coaching client
38. "Best of" MP3's (segments of seminars, interviews)
39. Email course
40. Group coaching
41. One-on-one coaching
42. Video trainings
43. Article marketing
44. YouTube video
45. FAQ (Frequently Asked Questions)
46. Membership site
47. PLR (Private Label Rights) package
48. Squeeze-page freebie
49. Bonus
50. Case study
51. Monthly Subscription

Conclusion

Sheesh.

Betcha never dreamed you could package information so many ways, huh?

And you know, there are prob'ly tons of other formats I forgot.

But here's another trick...

These 51 formats can be bundled in a zillion unique ways, too.

Maybe your product looks like this...

- eBook
- Mindmap
- Worksheets

Or like this...

- Special report
- MP3 expert interview
- Transcript of MP3 expert interview

Or this...

- Video recording of webinar
- MP3 audio of webinar
- PDF transcript of webinar

Get it?

51 Powerhouse Info-Product Formats

Every item, each in a different format, adds perceived value to your product.

Take the info you wish to sell, spin it into one, two, three, or more of these 51 formats...

Then get thee to the bank!

Resources

[Coffee House Kingpin: How to Become the High-Profit "Godfather" at Your Offline Hangout](#)

[Fearless Freelancing 101](#)

[How to Stop Worrying and Start Your Internet Business by Tomorrow Morning](#)

[No-Nonsense Damn-the-Torpedoes Jungle Rhinoceros Tactics to Flatten the Crap Outta Fear, Worry, & Doubt](#)

[5 Simple Steps to Erase Money Worries Fast & Sleep Like a Baby in Even the Worst Financial Times](#)

[Fire-Up Your Cash Flow...in 10 Minutes or Less](#)

About The Author



Wally Conger is a lover of dark roast coffee, cake donuts with sprinkles, good scotch, good cigars, and good barbeque.

He spent 15 years as a writer and editor of employee and retiree publications for a corporate giant in Los Angeles. Now a working, self-employed “early retiree,” he lives very comfortably on the central coast of California with his wife Debbie and their faithful hound.

www.wallyconger.com