

# EVERGREEN INFO PRODUCTS

HOW TO CREATE YOUR OWN



Small Business Marketing Society

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# Introduction to Evergreen Info Products

Sales of information products continue to increase year after year. This is because people will always have pain points that need to be solved or relieved. Even you and I, we've all searched for answers on Google. Sometimes those answers come in the form of blog posts, YouTube videos, podcasts, PDFs, or some other format.

Most of the time, however, the answers are scattered all over the web, and you'd have to do plenty of searches in order to see the whole picture, or the complete answer, to your pain point!

Info products provide people a method of getting their answers in one place. This means they no longer have to do countless searches on Google only to find tidbits of information here and there.

Info products present the answer to people's problems in an easy to digest format and easily accessible location. For this convenience, people are willing to pay you money. It's up to you to find what people are searching for, and present your solution in a nice package.



## Know What People Are Searching For

The first thing you need to do is find what people are searching for. If you don't do this step, and you just dive into a topic you are very passionate about, then you may not be building a foundation for a profitable business. In fact, if you choose passion niches, you may not even be in business at all as no one may be interested in what you have to say.

However, if you can find a popular niche that you're also passionate about, then that's going to be excellent for your business. Your passion will see you through the rough times and help you maintain and sustain your business.

So, how do you know what people are searching for? There are plenty of tools to help you with this research. First and foremost, you need to use a good keyword research tool - one that shows the volume of searches per month so you can see the demand for a particular topic as well as a difficulty score so you can assess your competition.

Another thing is you can check out trends and see what evergreen niches are making the rounds in social media and even on search engines.

Usually, it's the fad niches that make the buzz and go viral, but from time to time, there are brilliantly marketed evergreen products that do go viral. This is what you want to find.

Going after a popular niche is like a double-edged sword. On one side, you have a sure market, and on the other side, you've got competition. Having competition is healthy - at least you know what's selling and what's not! You just need to position yourself or your brand as something that people can put their trust in.

## A Solid Foundation Is Key To Long-Term Success

Without a solid foundation, your business is bound to fail. However, if you take the time to build your business the right way, then your business is bound to last and can even generate passive profits for you for years to come.

One of the best ways to build a great foundation is by having a business goal in place. Money is usually the first thing to come to mind when we say 'business.' But if you want your business to last, then you need to look beyond money. Make money your secondary motivation. Look for something else as your primary motivation.

For instance, you can make helping people your primary goal for why you're in business. Every time you help people, they pay you money. So in order to make the most money, you need to help as many people as possible.

However, you have to actually want to help. If you don't come off as sincere, then people can easily see that, and they'd abandon you and go to another brand who genuinely cares about them.

Once you've identified your goal, then you need to start mapping your way to success. This is where a business plan comes in – with a business plan you have a way of seeing into the future.

Or at least a way to determine if you're going to even have a chance at succeeding in your chosen business. A business plan helps you save time and money that you could potentially waste going after ideas that are bound to fail.

With a solid business plan in place, building systems to help you achieve your goals will be much easier. Systems are important for getting things done on a day to day basis. By streamlining the processes in your systems, you will be able to get things done faster. From idea to production to output to sales, you can create the perfect systems for your business.

## Create Your Evergreen Info Product

Your product doesn't have to be in eBook form. You can create a video course, a membership or blackboard-style system, an email course, etc. When creating your info product, think about your audience. At this point, you should already have a target audience in mind – something that should have been defined in your business plan.

If you're targeting older people, then an eBook may not be popular with this group. Instead, you can maybe try creating a video or even an audio course. Whatever format you choose to go with, make it easily accessible to your customers. If you're not sure, you can do a quick survey and ask people in your target demographic to help you out.

When creating an evergreen info product, it's important to make it future proof. What works today could still work 10 or 20 years from now – this is why it's called evergreen. This means the techniques you're discussing won't go out of style in 1 month, 6 months or next year. This is the main difference between evergreen and non-evergreen products.

Also, the most important thing you need to consider is that your info product should solve your audience's pain points. Don't get too hung up on having the perfect cover or the perfect background or even the perfect font. It's the content that matters. It's the solution you're offering that people are paying you good money for.

Don't disappoint them by offering scant information – there's plenty of that on the Internet! So, make sure you do your research beforehand and know all facets of that pain point. Then address each facet in your info product.

The more value you offer to your customers, the more they'll appreciate you. And when they appreciate you, they'd put in the effort to leave good reviews for you. When you launch a new product in a few months, they'll be happy to buy from you again.

Don't just think of getting them to buy from you once. Instead, try to win them with value so you can win their business and their trust again and again in the future.

## Build Your Email List

Your email list is one of the most important properties you can own online, this is why you need to start building it as soon as possible. In fact, it's best to have it in place right after you create your info product and before you start marketing your product to the world.

This is so you're ready to capture your target audience's email addresses when they finally start arriving on your website!

To get started, you need a good email marketing software. There are both free and premium ones available. Choose the best software or email provider for your needs. You can start with a free one and then when your list goes up to a good size, you can upgrade to premium for more features.

Also, you may want to consider adding a free Facebook pixel to your website. It's just a code that you insert to your website's header code. Once it's successfully installed, you can start collecting data of people who will be on your website.

Later, if you want to pay for Facebook Ads – which is really quite cheap and affordable for the level of targeting you can do – then you can target all the people who've visited your site and ask them to sign up for your list if they haven't already done so.

To build your list, you need to offer your audience something of value in return for their email address, this is your lead magnet. It can be a free email course, free 7-day trial to your membership program, a high-value eBook, etc.

You need to sit down and think hard about what you think your audience will be willing to trade their email address for. The more valuable your lead magnet, the higher the chances people are going to sign up for your list.

Once your lead magnet is in place, it's time to add your email opt-in form to strategic places on your website. You may need to do some tests to find the best converting spots.

Over time, you'll find the best combination of your highest converting lead magnet as well as the best spot for your optin form. When you find this combination, then you can expect your email list to grow quickly.



## Branding And Making Your Brand Stand Out From The Pack

Making a name for yourself will take some time. The same goes with branding. Branding is basically how people perceive you and your brand. If you position yourself as an expert in your niche, and you do branding correctly, then people will soon see you as a real expert.

If they find you on multiple platforms where you've made your presence felt in relevant communities, then people will flock to your brand. One quick way to help you expand your brand and enhance your branding opportunities is by repurposing your content. You don't have to research for one article and then do another research for a video on the same topic.

You can build off of just one research, write that cornerstone article you've been needing to write, and then repurpose that article into videos, blog posts, eBooks, infographics, tweets, slide decks, and so much more.

Additional formats do not only give you access to more platforms, but it also helps ensure that you maximize your research. There's practically no downside to repurposing, except maybe for the fact you'd need to spend some time on it, but the results will be so much worth it in the end!

With many different formats of your content uploaded to multiple platforms, you've got plenty of opportunities to link it to your website or promote these on your social media platforms. Being in multiple places allow you to establish your online identity and your social media presence which isn't just great for your brand, but also for your website's SEO.

If people find you in many places, they've got plenty of chances to link to your web properties. Organic SEO will do wonders for your business as Google and other search engines may justly reward you with higher rankings on search result pages!



## Conclusion

Creating evergreen info products that may prove popular with your target audience can bring you passive income day in and day out for many years to come. You no longer need to be a corporate slave or trade your time for money doing menial jobs.

When you put the right info product in front of the right audience, you could quickly gain a passive income stream that you and your family can live off of. Imagine going away on vacation away from your computer for several weeks, and when you return, when you turn on your laptop and log in to your PayPal or your bank account, you've got money on there just waiting for you to spend!

This is the kind of life you can live if you take action and follow all the steps you've learned in this guide.



# Would You Like To Learn More?

Discover how you can create your very own evergreen products and what you need to do to be successful with this step-by-step video course containing 10 videos!

**Step-by-Step Video Course**

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If you have an questions or comments you can reach us at [info@smallbusinessmarketingsociety.com](mailto:info@smallbusinessmarketingsociety.com)

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