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How to Create Products and Make Money – The Simplest,, Easiest Way

By Robert Kleine

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Having trouble coming up with product ideas? Did you know that there is a product that you can create in as little as one afternoon?

An interview is the easiest way to create a new product for you to sell online or off. By far! Let's talk about it.

There are generally three ways to conduct an interview:

In person (face–to–face interview)

By telephone

By email

In this article I will be focusing on the "telephone" interview.

Many beginners find interviewing a daunting experience and avoid doing interviews even when it could benefit a project they're working on or be a new product in itself.

Beginners Tip: To overcome your nervousness practice, and then practice some more, on your family and friends before ever requesting your first "phone" interview.

Below you will find a few tips for when the day arrives and you need to conduct THE INTERVIEW ...

Tools you will need:

Cassette Recorder Online Seminar Service (with recording capability) Notebook and Pen

Background Research:

Do your homework on the person before doing the interview.

This could involve search engines, the library, and the who's who directory etc.

Having some background knowledge will give you greater self-confidence and will help you to ask more interesting

questions

Interviews can be 10 minutes, 30 minutes, 1 hour or over the course of a month or more depending on the subject and the focus of the interview.

When you make a time for the interview propose to take at least 30 to 45 minutes.

Suggest to the person you are interviewing that they find the most comfortable place in their home or office to do the interview. Being comfortable and in their own environment will put them at ease and make the interview process much simpler.

Preparing Questions:

Rule #1 Don't ask stupid questions... ask questions based on the research you performed and on

items of interest brought up during the interview.

Prepare your list of questions in advance jotting down the questions and points you want to ask in brief heading form (they should be used only as a point of reference during the interview).

Listen carefully and establish a relaxed style of questioning.

Allow the questions to flow according to the context, glancing at your list to refresh your

memory or fill a long pause in the conversation.

Be open to new questions and new points raised during the interview. Flexibility in your interviewing style will allow you to pursue interesting or relevant

sidelines as they come up.

Don't worry about ending up with more information than you expected. If it's valuable information it will only make your audio product more valuable.

If you are planning to use a cassette recorder, make sure you check the batteries, cassette tape and volume BEFORE you begin the interview.

Always ask permission to record BEFORE the interview starts, and then get started on the

interview. Few people object to being recorded but if they do, just use your notebook.

Using a recording device helps establish an easy-going communication between you and the person you are interviewing as you are not constantly having to check your notes.

There are very inexpensive cassette recorders that will hook directly up to your telephone and create a very good quality sound. There are also services on the Internet that will record the interview digitally which will save you time and expense in the end.

Be careful when recording that you don't lose concentration as this will "deaden" an interview.

Listen carefully to what is being said and be sure to understand the answers to your questions.

If you don't understand an answer ask your interviewee to clarify their answer.

If a person is evasive to a question or doesn't give an answer, ask the question in a different

way and at another point in your interview.

If someone gives "off the record information" turn the recorder off. Respect their right of

privacy.

Always guide the interview process, but don't dominate it. If the person strays too far from the

subject at hand, then quickly guide them back.

Always keep the recording on file in case someone should ever claim they have been misquoted.

If the interview is likely to be in any way contentious the recording should remain in your file for

at least a year or two.

Using photographs of the interviewee:

There are times when you may want to use a photograph of a person for the project you are

working on. Photos of the person being interviewed make your sales page (if you are planning on

writing a sales page for the Internet) much more personal.

TIP: If you use photographs, always get a signed agreement before using them and as a safeguard for yourself have them sign a Model Release Consent

form. There have been cases when a person's photo has been used without his/her prior

consent and the person has sued for modeling fees, invasion of privacy, or for various other

reasons.

Note: For a variety of personal reasons some people may not want their picture to be used on

the Internet. Always respect their request if this is the case.

Ask open-ended questions:

Asking open-ended questions instead of ones that invite a yes or no answer will give more interesting responses.

These questions usually begin with who, what, when, where and how, and cannot be answered with a straight yes or no.

Example: "When did you get into writing?" "what made you decide on this particular area of writing"? etc.

This type of questioning sets the framework of the interview and is a useful tool when digging for significant information. (also you will have plenty of useable material at the end of the interview).

Write up any information within hours of the interview if possible or at least within a day or so. You want to have the interview fresh in your mind.

As a courtesy, offer to send the person you have just

interviewed a copy of your article or the url to your web site and send them a free copy of your finished ebook or recording.

To learn ALL the secrets of doing successful telephone interviews and profiting from them click on the link below and get yourself a copy of "Other People's Info". You won't regret it and you have absolutely nothing to lose. It's guaranteed! <http://www.nichexplosion.com>

Plug In The Cash Machines

By Deanna Mascle

The main purpose behind your ebusiness is making money and one of the best and easiest ways to get started making money online is by becoming an affiliate.

Affiliate programs are great for internet newcomers because there isn't much of a learning curve and you don't need to have your own support system built in to start earning. Someone else does the hard

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work of creating and delivering the product as well as offering support. All you have to do is offer the product to your site's visitors. In fact, most good affiliate programs also offer you a wealth of sales material so you don't even need to do much selling. Some affiliate programs also offer some valuable content for your site which is an extra bonus.

Your job as an affiliate is really to serve as a middle man bringing people and products together. If you have done a good job identifying your ebusiness niche and then providing good content in that subject area then naturally your visitors will be interested in products that you promote within that same niche.

Basically, affiliate marketing is *STILL* the simplest, fastest and least expensive way to start an online business. You don't have to develop a product, stock inventory, deal with orders, shipping and/or customer complaints.

The best part of affiliate sales is that once you have the sales material set up on your web site or blog it can work for you 24/7, while you are asleep or on vacation! You don't need to do anything except cash the check when it comes in the mail.

The challenging part of affiliate marketing is finding the right programs and products to join. Obviously you must shop around and always keep your eyes open for new opportunities but probably the easiest way is to join an affiliate directory, such as ClickBank, where you have access to thousands of affiliate programs.

Joining an affiliate program and promoting it is like having your own personal cash machine. Are you ready to plug it in?

Affiliate programs aren't the only way to make easy money off your web site and/or blog. Another easy way to profit is through offering pay-per-click advertising on your site.

Every time a visitor clicks on an ad you earn money and sometimes those clicks are worth more than a dollar so you can see how your traffic can quickly turn a good profit for you.

All you need to do is plug in these profit machines and then wait for the earnings to roll in.

If you'd like to know more about "How To Start Your Own Ebusiness On A Shoestring" you can sign up for Deanna Mascle's free tutorial or read her advice about

and



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