

**“How To Create Your Very Own
Information Product In The Next
5 Days Or Less In Any Niche Using
The “Interview The Expert”
Technique... Guaranteed!”**



**"Interview The Expert"
Technique**

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Introduction

Interviewing experts is one of the best and easiest ways to quickly create high-quality, profitable products for your online business.

Experts want to share what they know, and promote what they're currently working on. That's why they're experts in the first place: they've spent time and energy learning something, and enjoy teaching it to others while getting the word out about their latest book or project. You don't need to sell an expert on the concept of being interviewed — you just need to convince him that he should be interviewed by you.

That's why this is a win-win situation for everyone. You get to create a sought after product that solves a pressing problem in your niche (and hence, make money!), and the expert gets the continued exposure they want and need to maintain their "expert" status.

There really are only 6 steps in this entire process:

1. Identify Your Prevalent Problem
2. Find Your Expert
3. Contact Them
4. Conduct Your Interview
5. Create Your Product
6. Market To Your Niche

So let's get started!

Step 1: Identify Your Prevalent Problem

It is vitally important to have a narrow scope for your first project. I keep referring back to puppy training to illustrate the point, but the principles are the same.

Let's do a brainstorm exercise to discover how many specific issues we can think of related to puppy training that could serve as great interview product.

- Excessive barking
- Digging
- Separation Anxiety
- Dog Food Aggression
- Socialization
- Puppy Biting
- Crate Training
- House Training
- Chewing
- Clicker Training
- Leash Training
- Simple Commands

There are 12 topics just off the top of my head that you could use related to this subject. Any one of these would make a fantastic interview subject because they are a common problem that people will pay to solve!

If you were to enter into an interview just intending to ask questions related to "dog training," it would be difficult to market your product well. This is too broad of a subject to tackle in 20 or 30 minutes.

Any of these listed above, however, are narrowed down enough so that an expert can present the solution in that timeframe.

Identifying your prevalent problem allows you to prepare for your interview, as well as allow your expert or experts to prepare properly for the interview.

Now is the time that we are going to add some bite to your topic. Let me explain...

Let's frame your topic as more of a drastic question. For example, instead of asking "how do you recommend crate training your puppy" ask your expert "If you had only 72 hours to get a 6 month old puppy crate trained without fail, what would you do?!"

This makes conducting your interview a snap. I'll explain why in Step 4.

Step 2: Find Your Expert

As you well know, the world is a lot smaller now than it used to be. The internet means that everyone can access loads of information on their computer or even their phone at the touch of a button. You do not have to be well-connected in order to gain the attention of an “expert.” You just have to find one using the following methods. Here is where you should start your search:

The Yellow Pages

Depending on your niche, most people can find someone local by going through their Yellow Pages and placing a few telephone calls. Here is the reason this works so well: Everyone likes to be considered an expert at something. It’s human nature. It’s not hard to convince someone to spend 20 or 30 minutes with you answering your questions, especially when we show you what to say in the next section.

It’s also much easier to convince someone from your area to participate. Being able to meet face to face gives you a strong advantage when working out the details. If that’s not possible, it’s OK, too.

Here are some places outside of your local resources to get you started:

Online Experts

RTIROnline.com

Radio-TV Interview Report: The Magazine Producers Read to Find Guests (RTIR) is a trade publication that goes to over 4,000 radio/TV producers across the United States and Canada. RTIR is published twice a month, and each issue lists 100-150 authors and other spokespeople available for live and in-studio interviews. Each guest’s ad includes a contact person and phone number so interested radio/TV producers can get in touch to arrange interviews. Guests are willing to do interviews free-of-charge because they are typically promoting a book, product or cause.

RTIR*Online*
What producers read to find guests.

HelpAReporter.com

Tap into the largest source repository in the world with over 80,000 mainstreet and expert sources who will respond directly to your query on your terms. No more flipping through your rolodex; searching out-of-date databases, or being bothered by unsolicited sources with off-topic pitches. Submit your query and let HARO deliver the perfect sources right to your inbox.



GuestFinder.com

GuestFinder is an online directory of authors, experts, speakers, and others who are available for media interviews. It is free to use as a reference for those seeking

interview sources.



ReporterConnection.com

Reporter Connection is a free daily email service that connects busy journalists with experts available for media interviews.

Bill & Steve Harrison's
Reporter Connection™
The free service that connects busy journalists
with experts available for media interviews.

Forums and Blogs

Another great place to find experts for you to interview is on forums and blogs in your niche. Just Google "Niche + Forum," and you're sure to come up with 10 or 20 of the most prominent outlets where experts regularly showcase their knowledge.

You can do the exact same for blogs by searching Google with “niche + blog” in the title. This process might be a bit slower and have a lower response rate, but it will work if you have exhausted all other resources.

Step 3: Contact Your Local Experts

Most people struggle with picking up the phone and asking for an interview. Don't. Here's the exact script to use depending on whether you are using a local or professional expert.

Contacting a Local Expert

Local experts are by far the easiest to convince to agree to an interview. They are also extremely knowledgeable about their subject matter. Let's face it – we do not need Cesar Millan to solve every dog training problem on the planet.

In fact, just the status you are granting them by conducting these interviews gives the impression to your audience that they are world class!

It is also relatively easy to convince them to participate for a couple of reasons: First, this type of promotion is a rare occurrence for them and makes them feel important; and they get to showcase their skills and promote their business or hobby.

Here is how you do it (4 steps):

Step 1: Call and introduce yourself. Explain who you are.

Step 2: Discuss what you are working on.

Step 3: Explain why you want to interview that person.

Step 4: Lastly, give an example how will they benefit.

Here's a sample conversation for you.

“Hi, my name is Cindy Johnson. I am doing research on puppy potty training, and wanted to get the input of a local expert. I found your name online and some reviews of your work (if they have a review on Google Local use this quote – this is a great secret tip). I wanted to know if you would be willing to be interviewed on some common issues related to puppy potty training. I would of course give you a

copy of it – it may even be a great promotional tool for you to use.
Does sound like something you would be interested in?”

Contacting Forum Experts or Bloggers

The 4 steps listed above apply to Forum experts and bloggers. If you can reach them by phone, do this first. You’ll have a better response than just emailing them.

Here is an email template that is successful. Notice it’s very close to the sample conversation above.

“Hi, my name is Cindy Johnson.

I am doing research on puppy potty training, and wanted to get the input of a local expert.

I found your blog online reviewed some of your posts, particularly (mention a specific article here).

I wanted to know if you would be willing to be interviewed on some common issues related to puppy potty training?

I would of course give you a copy of it – it may even be a great promotional tool for you to use. Does sound like something you would be interested in?

Regards,

Cindy”

Contacting A Professional

Contacting a professional is a mix between the two. You need to take an extra five minutes and review some of their work related to your subject. This shows them you have done your homework. It’s also a little flattering, and helps raise your positive response rate.

“Hi, my name is Cindy Johnson. I am doing research on puppy potty training, and wanted to get the input of an expert. I found your

name online and reviewed some of your work, specifically (blank and blank). I wanted to know if you would be willing to be interviewed on some common issues related to puppy potty training. I would of course give you a copy of it – it may even be a great promotional tool for you to use. Does sound like something you would be interested in?”

Don't Give Up Early

It is completely normal if you do not get a return email within the first couple of days. Don't give up too early however.

You need to keep a list of experts you have contacted. In 3 days, you need to contact them again, this time using a different medium if possible. If you can reach them on Twitter, Facebook, Email, Phone, LinkedIn, etc., then do it.

Change your message some. Don't get angry. Persistence will pay off!

Step 4: Conduct Your Interview

The first step in conducting your interview is to explain what you are using it for.

Let them know that you are interviewing other experts and that you are going to package it up and sell it as a solution. Ask point blank “Are you okay with this?” The answer will almost always be yes. If they do say no, just respond “Can I ask you why not?”

Regardless of which way they respond, always tell them that you will show them the final details and get their final approval *before* you do anything with the material.

Permission is that easy.

Now comes the simplest part of the entire process. While recording (I’ll show you how in the next step) spend 1 -2 minutes introducing them, their experience and some highlights or accomplishments, and why customers should listen to this expert.

Now, if you have prepared a prevalent problem from step 3, all you need to do is ask your expert that first question!

The interview will practically take care of itself. They will do 90% of the talking. All you need to do is to ask clarifying questions when you don’t understand what they said. Roll with the punches and let them drive. Sometimes it will take 5 minutes, other times 25, depending on how much they like to talk.

Either way you’ll get the answer to your prevalent problem. You’ll want to interview 4 – 6 people total on the same topic to truly have a comprehensive solution to your customer’s problems.

Step 5: Create Your Product

Creating your product is very simple to do. You are going to record your interview using one of three ways:

How To Record Your Interview

There are three options when it comes to recording your interview.

1. Handheld recorder (least preferred)
2. Instant Teleseminar
3. Free Conference Call

Handheld Recorder

A handheld recorder is the least preferred method, even if you are meeting with a local expert. The sound quality will be ok if you have a decent machine, but it picks up a lot of background noise. Plus for me (and this is just a personal thing), it is a bit awkward to interview face to face if you have never done it.

Instant Teleseminar 2.0

Instant Teleseminar 2.0 is going to cost you a buck for the first 21 days. This is by far the best way to go. It's got a ton of great features (see below), but the bottom line is that it is easy to use, professional, and I have never had a technical problem while recording.



IT InstantTeleseminar 2.0

[Why Instant Teleseminar?](#) [Product Tour](#) [Plans & Prices](#)

21-day \$1 Trial for All Accounts

No contracts, no hidden fees, no extra charges. Sets up in seconds. Cancel anytime.

All Accounts Include:

- Unlimited Webinars and Conferences
- Unlimited Replay Hosting
- Automatic Event Page Setup
- Instant Replay Page
- One-click recording
- Streams over any web browser
- "Raised Hands" Q&A
- "Who's on the call" dashboard
- Automatic Microphone Gain Control
- Host Events on Your Website or Blog
- Connect by Skype
- Dial out to attendees / hosts
- Multiple host access to control panel
- Web Chat
- Fill-in-the-blank setup

FreeConferenceCall.com

This is a completely free option, and although not quite as easy to use as the previous mentioned, still a great option for to record your calls relatively easily.

The screenshot shows the homepage of FreeConferenceCall.com. At the top left is the logo, a blue circle with a white camera icon. To its right is the text "FreeConferenceCall.com®". Below the logo is the text "24/7 Professional Customer Service" and "Toll Free 877.482.5838". On the top right, there is a small American flag icon and a green "Login" button. A blue navigation bar contains the following links: Home, About Us, Contact Us, Services, FAQs, and Blog. The main content area is divided into several sections. On the left, there is a "Sound fishy?" section with a fishbowl image and a list of services: free conferencing, free recording, free playback, free download, and free rss feed. Below this is a "Get FREE Service" button and a "Free Reservationless Phone Conferencing" section with text explaining the service. The center features a grid of service tiles: "Free Conferencing" (with FreeConferenceCall logo), "Web Conferencing" (with FreeScreenSharing logo), "International" (with Free International Access Numbers), "Toll Free Conferencing" (with SimpleTollFree logo), "Voice Mail Service" (with SimpleVoiceBox logo), "Recorded Message Tree" (with SimpleVoiceCenter logo), "Large Scale Conferencing" (with SimpleEvent logo), and "Voice Messaging" (with SimpleBlast logo). On the right, there is an "In the News" section featuring logos for BusinessWeek, FORTUNE SMALL BUSINESS, THE STEVENS AWARDS, Entrepreneur.com, and Inc.com. At the bottom right of this section is a "See All Resources..." link.

Establish a date and time for you to talk to your expert. Provide them with the call-in number and password information they will need to join your conference call.

I would also advise you to perform a practice run a day or two before to ensure you are comfortable getting the conversation to record.

Step 6: Market to Your Niche!

You have to write a sales letter in order to sell your product. DON'T PANIC. I'm going to show some examples that work like gangbusters... all you have to do copy these techniques.

Salesletter Example

We Asked 10 IM A-Listers...

"If You Were Starting From Scratch & Only Had 30 Days To Make \$1000 Online With No Email List, No Contacts, And No Product, What Would You Do?"

Here's What We Did...

We contacted 10 of the top six and seven figure earning heavyweights online. We grilled these Guys (and Ladies!) by asking them a question which virtually **FORCED** them to give their best, most powerful strategies to make money online ever.

And here's the good news: We recorded each of these interviews and made them immediately downloadable in mp3 format. Now they can be yours for an investment so small, it will make your eyes pop!

But what EXACTLY did we ask them? We fired them the following question:

"How can our listeners discover a fast way for them to go from nothing, to earning one grand in one month or less online? And by nothing we mean starting from scratch with no email list, no contacts, no product, and only \$200. But you do have your wealth of experience and you do have a laptop and access to the internet"

And What They Said Will Shock You!

Interview #1 Armand Morin

"A lot of people listening to this right now are thinking "you know what? If it's that simple, everyone would be doing it". Well, you know the fact is, it is that simple, and nobody is doing it..." (Armand Morin)

If you've been on the internet at all in the past 10 years, you could not have missed this superstar. He's a **self made multimillionaire**, a best selling recording artist and one of the most well known internet marketers in the world today. He's **produced over \$76 million** (yes you read that right!) in revenue online and that doesn't include the millions his students have earned from his teaching.

Here's just some of what he'll share with you:

- The crazy idea that turns almost everything you've ever learned about selling upside down, but is one of the fastest and easiest ways to get your first \$1k

- **Armand will blow you away with this! 99.9% of people have got this all wrong and you only need a tiny part of it to easily create a six figure business.**
- This is worth the price of the entire package 10x over. Tap into this sneaky (but completely ethical) little trick and watch yourself go viral in your chosen niche.

Plus much more!

Interview #2 Michel & Sylvie Fortin

“Do what you said you were going to do, the way you said you were going to do it, and when you said you were going to do it...” (Michel & Sylvie Fortin)

Michel and Sylvie Fortin are a husband and wife team and are service providers in the online business and internet marketing industry. **They’ve been online for nearly two decades** and have created several highly successful online businesses. Michel’s one of the most well known copywriters on the planet and has **generated sales of over \$100 million** for his clients in the last few years. If you’re looking to be successful online, you don’t need to look much further than this dynamic couple.

- Michel spills the beans on the 50,000+ subscribers he’s got to his blog and reveals not only how he keeps them there, but also how he gets them to send his content viral.
- **Use this one easy twist on your blog to skyrocket your optins, give you loads of raving fans and give the pros a reason to answer all your questions for free**
- Social Media is a MUST in any online business. But what is the killer, can’t live without, most valuable Social Media Network you have? (Amazingly it’s not Facebook or Twitter!)

and lot's more

Interview #3 Jason Fladlien

“I’m going to do anything and everything in My willpower to achieve that goal for no other reason than I hate losing” (Jason Fladlien)

Jason’s well known in the warrior forum, and he’s managed to carve a big name and huge respect for himself in the internet marketing game. He was a former monk and housepainter, but now **he’s earned hundreds of thousands on the internet**. In fact he made over \$100,000 in sales the month his daughter was born. He’s well known for **delivering massive value** in everything he does and boy, did he deliver value in our **interview!** Here’s a quick taste of what he covered.

- A failsafe, two pronged method that means making one grand in 30 days or less is only scratching the surface of what’s truly possible.
- **How to take advantage of an easy method so your product clobbers the competition AND is laser targeted to what your buyers ACTUALLY want**
- Why he doesn’t want 100,000 visitors to his site, in fact not even 10,000. (Believe it or not he’d rather have only 500!)

Interview #4 Mark Anastasi

“So what happens is people see these things, and they get the wrong idea. They think like a business opportunity seeker, and not like a business owner” (Mark Anastasi)

Mark is a well known, **highly successful and respected public speaker and entrepreneur** who specialises in the areas of wealth creation, internet marketing and Neuro Linguistic Programming (NLP). He frequently runs marketing events that can pack out a conference room virtually overnight, and now wants to share his knowledge to empower and inspire as many people as possible to **achieve the success and financial freedom** he's attained.

- CASE STUDY 1: A dirt cheap, easy as pie Facebook strategy for building a massively targeted list. (Act fast, because when word gets out about this...)
- **CASE STUDY 2: How to unlock the knowledge in your head you didn't realise was there, and make a killing from it. (Hint: It begins with 6 questions)**
- How to avoid the herd mentality many marketers follow which causes a fatal flaw in their strategy right from the start (You could be making this same mistake)

You Guys Are Crazy! Why Have You Made The Price So Low?!

Well there's a couple of reasons actually. Firstly, the Guys we interviewed **overwhelmed us with the amount of value** they gave us. (They're virtually **handing you the keys** to your own six figure empire!) We want to pass on that generosity to you because they shared so much with us.

Secondly, our post count is on the low side on the Warrior Forum and you might not know us very well, so we want to give you a great reason to trust us.

And thirdly, to be totally honest, **we want to provide you with as much value as possible** so that anything we put out in the future, you'll be much more likely to say yes to!

But, if you thought the price was ridiculously low, then check this out.

Here's Our Special Bonuses To Make This A Complete No Brainer!

Bonus #1 PDF Transcripts of all interviews

We decided that **these interviews are so valuable** you'll want to have access to them anywhere. And let's face it, not everyone likes listening to mp3 files. Or maybe English isn't your first language so you find it easier to read.

So we've included **high quality pdf transcripts** of all the interviews, all personally reviewed and edited by us. You can put them on your kindle, read them on your laptop, follow along while listening to your mp3, or even sacrifice a few trees and print them out!

Bonus #2 Lifetime updates

And that's not all. **We'll also throw in lifetime upgrades.** As and when we **interview** new people for this series, **we'll send you the interviews at absolutely no charge to you**, so you get free lifetime updates.

Suprise Bonus!

You also get **free access to a 7 day internet marketing video bootcamp**, created by two of our interviewees **Stuart Ross** and **Daniel Wagner!** Watch your inbox as you'll get a new training video each day for the next 7 days!

Even better still...

This Crazy Offer Comes With A 30 Day NO-Questions Asked Money Back Guarantee!



Here's our challenge. Download this package and grab the first **interview** that excites you.

If after ONLY listening for 10 minutes you don't already feel like you've gotten many, many times your money's worth then please ask for your money back and **we'll return EVERY penny of your purchase.**

Better still: take a **full 30 days** to benefit from this wonderful package. If for any reason or no reason at all within those 30 days you still want your money back, **we'll give you 100% of your investment back.**

You only stand to gain when you sign up below right now.

So **click the WSO Pro button...** Fill out the acceptance form... And you'll be immediately taken to the download area for instant access.

Yes!

Please Give Me INSTANT ACCESS To The Entire \$1K in 1 Month Interviews

I understand I'll be downloading the entire Audio Series for a tiny one-time investment when I act now!

I also realize I have nothing left to lose, since you're generous enough to offer me a 30-day money-back guarantee if I'm unsatisfied in anyway.

The above salesletter can be found here:

<http://www.warriorforum.com/warrior-special-offers-forum/356517-1000-1st-30-days-online-fladlien-fortin-morin-plank-plus-7-others-say-yes.html>

The format is simple, concise, and effective. I strongly suggest you do not try to recreate the wheel here, unless you have copywriting experience.

Just make the salesletter match for your niche, that is all there is to it!

Example Sales Letter Links

Here are some other examples:

<http://www.warriorforum.com/warrior-special-offers-forum/290676-200-sold-want-make-100-day-21-days-jason-fladlien-maria-gudelis-5-others-show-how.html>

<http://www.warriorforum.com/warrior-special-offers-forum/292562-experts-reveal-how-create-products-make-1-000s-jason-f-brad-g-andy-f.html>

<http://www.warriorforum.com/warrior-special-offers-forum/352551-rake-6-figures-quicker-than-you-ever-imagined-fladlien-gosse-more.html>

Make Your First Sale

Here's how to make your first sale.

Remember the experts you interviewed? Once you have your salesletter complete, either email or call them and ask them to share the link in an email to the finished product where they are featured... They'll jump at it!

For some reason if they do not, then sweeten the pot a little bit. If they aren't willing to do it, tell them that you'll give them 25% of the sales if they are willing to do it in the next 3 days!

Also, be sure to contact all of the experts you interviewed (and maybe even the ones you didn't interview). No sense leaving money on the table!

Putting It All Together

You have now got all of the tools you need to create an infoproduct and market it in the next five days.

In Chapter 1, we covered how to find experts using the yellow pages, online or in forums and blogs.

Chapter 2 discussed how to make contact, using either a phone or email script depending on whether the expert is local or not.

Chapter 3 helped you create your prevalent problem by narrowing the scope of your niche down. This is to prevent your interviews from getting diluted with information that is not focused or easy to sell.

In Chapter 4, I showed you how easy it was to get your expert to talk about your prevalent problem by asking this question upfront and helping to guide the interview and ask clarifying questions.

Next in Chapter 5, I showed you three ways to record your interview, although only one of them, Instant Teleseminar 2.0 is by far the best (and you can use it for 21 days for only \$1).

Lastly, I showed a sample salesletter in Chapter 6 along with some links to other interview salesletters that have been successful in the real world. I reminded you that there is no sense in straying from a proven formula when trying to make money online. Also, contact the people you interviewed and ask them to promote to your salesletter!

The last piece I want to leave you with is that you need to take action in order to generate any results whatsoever.

Best of luck... You now have the tools to create your infoproduct in any niche in the next 5 days!