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Introduction

Moving Forward By Stepping Back

It is hard not to experience a sense of irony when considering the conversion of electronically distributable goods into a tangible form. We have been told for years that one of the primary advantages to conducting business online is the resulting ability to avoid many of the difficulties and expenses associated with handling and shipping physical objects.

A couple of years ago, I spearheaded a movement called the [Together Project](#). It's the first collaborative effort involving several prominent names in the industry. In that work, we discussed in detail the many wonders of online marketing and where it is headed in the near future.

That future is now.

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One of the greatest advantages of becoming an Internet marketer is the ability to sell product after product without having a warehouse, shipping department, delivery problems, and other associated hassles.

However, the rosy prediction that digital delivery would destroy the justification for more traditional means of distribution has not quite come true. Yes, digital delivery is big--thousands of Internet marketers make a healthy living without ever selling a single tangible item.

However, the world has not yet completely switched from “getting it in the mail” to “downloading the .zip.”

Those who fail to consider marketing tangible items are leaving money on the table. There is a significant portion of the marketplace that is not willing and/or able to deal with digital delivery.

If one lacks a “real life” version of a product, that market segment will not buy. Having tangible goods allows one to penetrate those market sectors.

There are some other advantages to using tangible goods in certain situations as well.

Many Internet marketers have discovered that including an “inventory” of tangible goods in their plans can produce better sales figures and a higher degree of customer satisfaction. Those physical items also provide excellent marketing and branding opportunities.

It may seem like retreating from the brave new world of online commerce to a more traditional means of doing business, but taking a small step backwards to produce tangible goods can result in a massive leap forward in terms of profitability.

The Appeal Of Tangible Goods

Convenience

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Although the more computer-savvy among us may see tangible goods as an inefficient waste, many consumers perceive them as being far more convenient than online versions of a product.

Internet marketers may forget that not everyone spends full days behind a computer monitor and that many potential customers (particularly those in niche markets that are not necessarily “online” sectors) actually see PC-only items as being too limited.

If your potential customer base only spends a few hours per day (or less, which is frequently the case) at the computer, the idea of a fifty-page ebook may not be particularly attractive.

Those potential customers want to read while relaxing on the sofa or while sitting in their favorite chair. The prospect of sitting in front of their computer, which may be stuffed in the back of the guest bedroom, for hours, will seem laughable.

Those of us who flip through thousands of MP3 files on our iPods find it too easy to forget that many people do not have portable players. They may not even have speakers on their computer. Even if they do, they may not relish the thought of sitting in front of a monitor in order to listen to your audio product.

However, if you can put a CD in their hands, they will be excited to listen in the car or on the living room stereo.

The convenience factor does not extend only to those who are not computer-obsessed. Some products just make more sense in tangible form. If you have an ebook about gardening methods, for instance, those diagrams and information will probably be more useful to buyers if they can consult the information while planting those tomatoes.

A recipe book is more likely to be valuable if it is propped up against the microwave while your customer prepares the meal than it would be on the monitor in another room.

Some readers are probably thinking to themselves, “the gardener and the cook could just print out the pages they needed and save everyone a lot of trouble.”

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That may be true, in the abstract, but as a practical matter, people prefer to purchase products that are ready to use. This is particularly true among those for whom printing pages would be difficult or confusing, but it also resonates with completely capable people who simply expect to get a useable product right away.

The idea of being responsible for printing is the equivalent of a very annoying “some assembly required” notice on an item that should be ready to use right out of the box.

Think about this: Most of the information contained in digitally delivered products is available elsewhere, in bits and pieces. Usually, the informative materials Internet marketers provide represent a combination of personal expertise and readily available information.

People are paying, in large measure, for information aggregation. Why don't they do the research themselves? Convenience. They want to pay someone else to handle the matter. That same thinking holds true when it comes to product usability.

Consumers expect and demand convenient products.

Credibility

Although we would like to believe that our great-looking websites and carefully crafted copy create a tremendous sense of credibility, we are limited by the medium in which we ply our marketing craft.

Media analyst Marshal McLuhan is noted for saying that the “medium is the message.” That pre-cable television observation holds very true with respect to Internet marketing.

No matter what a marketer does, he or she will always have to fight the perspective among many users that the online world is unsafe, too new, and just generally “iffy.”

The general public hears online rip off stories every single day and is bombarded with “identity theft” stories and local news coverage of online scams.

To some eyes, the web is a den of thieves into which they simply will not enter. To many others, the idea of buying online is not necessarily unthinkable, but resistance is high. Even those who are willing to pull out that credit card may be a bit hesitant.

You might think that would make digital delivery an optimal solution. The customer buys and receives his or her item almost immediately. It removes the wait and dispels concerns about whether or not an item will arrive.

That has a certain logical appeal, but the reality is a bit different. Credibility is largely determined by how one measures up to expectations. If a consumer associates a practice with a particular type of result, the best way to achieve credibility is to provide that result.

Many people expect to buy an item and to then receive that item in a physical form.

Even if they intellectually grasp the concept of digital delivery, there may be something about it that deviates enough from expectations to create an elevated level of concern, especially when the transaction is taking place in an often-disparaged arena.

Having tangible goods and promoting them accordingly sends a message to customers while meeting their expectations.

The presence of your disks or books announces that you are “for real.” You have a physical location. You own real inventory. You measure up to the common expectations people hold for retailers.

That credibility boost can increase conversions considerably.

Ease Of Use

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How many friends or family members do you have who are perfectly capable of renting and watching a DVD but who would freeze up completely if asked to download, unzip, and view a movie on their PC? If you are like most of us, it would not take long to come up with a reasonably long list.

Unless your primary niche consists of hardcore computer users, the odds are that a significant block of your prospective customers has a lot in common with people on that list, too.

They may be perfectly capable of listening to a CD during their morning commute, but the prospect of downloading a series of MP3's and either listening to them on the computer or somehow moving them to a different medium or device may simply exceed their abilities.

Remember: your marketing niches are made up of people. Although many of those people will share your skills and know-how about computing, many others will not.

They are casual PC users who clicked on your Adwords ad and, after reading your sales letter, are willing to spend money on your product.

However, they are not going to do that if they are not completely sure they can handle what they will be receiving. If you can send a tangible product, you can get more of those buyers.

You can also avoid the nasty hassles that happen when casual users do opt to make a purchase and find themselves unable to make heads or tails of your follow-up email with the attachment or your download link.

Instead of a happy customer, you end up with an irate person authoring incensed emails claiming fraud on your part. Even if you can "talk them down," these customers can be a huge time-waster, keeping you from more profitable activities.

If you can provide a tangible product, you can avoid those customer service nightmares.

And even if customer service is made a requisite by a particular undertaking, you can always use the [Turbo Form Generator](#) and [the Turbo Feedback Manager](#) to automate the entire process.

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A Marketing Ace In The Hole

Producing tangible goods also gives you an opportunity other Internet marketers do not have. You get to bring your physical product and whatever you ship with it directly into the very hands of your customers.

You do not have to worry about leading them to another site. You do not have to plan on a way to get them to read your follow-up email offering the up-sell or upgrade.

Instead, you get to actually ship your marketing materials directly to your customer. You get to put them in and on a package that they are already interested in.

Consider some of the possibilities: How about a nice written sales letter for your newest related product? Could you offer a special discount on the purchase of additional items? Would sending another disk with a “sneak preview” of another great deal make sense?

What would a nice “thank you card” with an online coupon for any of your other products do? The options are limited only by the marketer’s imagination.

A lot of other post-sales possibilities have been thoroughly discussed in the [Internet Packaging Strategies](#).

The benefit does not end there either. The products themselves become physical marketing. They represent branding opportunities. Your logo can appear on the disk, the shipping label, the packaging, and any other materials.

You can use that shipment to create a great and memorably complete image of your business that can have a sales impact on your customer and anyone else who might see the customer’s purchase.

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Understanding why creating physical products makes sense is not that difficult. Having tangible goods creates opportunities that just do not otherwise exist.

Now that we've taken a few minutes to discuss why "going real" can be good for business, let's look at how to get the job done!

Critical Observations

- An inventory of tangible goods can produce better sales figures and greater customer satisfaction.
- Physical goods provide excellent marketing and branding opportunities
- Many customers perceive tangible goods as being more convenient than their digital counterparts.
- Some products work better in a physical form.
- Most Internet purchases are based on convenience. Creating tangible goods can encourage sales when convenience is improved.
- Credibility is a key to sales that stems from meeting expectations. In many cases, physical goods are expected.

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- Remember that your target audience may not share your computer know-how. Physical products may be a better match for their skill levels.
- Tangible products can reduce customer service difficulties.

Chapter One **From Monitor** **To Armchair**

A Return To Paper

We have already touched upon some of the reasons why a traditional paper book might be more attractive to some consumers than an ebook. Convenience and ease of use definitely play roles in the popularity of printing on paper.

Ebooks as highly profitable products have been established in the [Internet Marketing Cookery: Bake Your Online Success With Easy-To-Use Recipes](#). But you can always take their popularity and lucrative nature to the next level by going physical.

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Tradition is a strong factor when it comes to written materials. Many people have a tendency to “look down” on ebooks as materials that were not “good enough” to be handled by a traditional publisher. Whether that assessment is fair or not, the perception does exist.

Even though the contents of the printed book are identical to the electronic version, its very existence helps to overcome the perceived quality deficit.

The fact that the book exists in paper form seems to send a message that the seller takes its contents and value seriously. One would not bother with a printed copy if the product was a lousy “throwaway” item.

Additionally, reading comes with a great deal of traditional baggage. There are many avid readers who eschew ebooks and maintain that there is something special about holding a book in one’s hands.

They enjoy the tactile experience of turning pages and the ability to curl up under the blankets or to sit in front of the fireplace with reading materials in hand.

The nature of books and users' own personal relationship with reading have been forged over years of repeating certain habits and motions. Ebooks cannot match those expectations and traditional elements in the same way a printed book can.

One of the great selling points of the digital revolution was the promised “paperless future.” What many prognosticators overlooked was the fact that people did not necessarily want a world without paper.

In fact, many of them (even among the computer savvy) prefer a well-papered world.

This is particularly true when one is dealing with books. The number of books sold in traditional formats by major publishers still outdistances the sales of ebooks and audio books combined.

Readers like books. If you are selling information, it only makes sense to have a physical product readily available to meet their needs.

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Basic Principles

We are going to discuss a number of possible means by which you can convert your ebook into a “real book.” Not all of these methods are suitable for all types of projects.

Thus, it is important that you select the right method to handle your ebook conversion needs. In order to make a wise decision, there are a few factors you must keep in mind.

Let us look at four of those critical considerations before discussing individual methods of production.

Consumer Expectations

Marketing is all about knowing your customers. For most readers, that will not be a newsflash! Think about the market research you performed before uncovering the niche in which you are working.

Remember the hours spent finding a population, a need, a means of filling that need, etc.? You have been taking your customer base seriously from the very beginning. You cannot afford to overlook them now.

You need to determine what kind of tangible item your buyers will expect and then deliver on that expectation. If you over-deliver, you will probably be cutting your profit margin to the bone. If you under-deliver, you may be losing potential up-sells and future sales opportunities.

This aspect of market research is much akin to the process of finding a niche. [Jimmy D. Brown & Ryan Deiss' Niche Factors](#) is my favorite resource when it comes to this requirement.

Take some time to see what those in your niche really expect from your effort. Find out what other kinds of things they have been buying and how those items are constructed and presented.

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If you already have a list of past buyers or receptive contacts within your market segment, ask them for an opinion. Again, you can do this with the [Turbo Form Generator](#) and [the Turbo Feedback Manager](#).

Expectations are going to be largely driven by a few things over which you do have a modicum of control. Three of those factors are content, price, and presentation.

Content will dictate the publication expectations to some extent. Those who are purchasing a weekly fact-filled newsletter will have a different expectation than someone purchasing “a revolutionary and comprehensive guide” of some sort.

Those who are expecting a twenty-page “white paper” will have a different set of expectations than those purchasing a memoir. Consider the nature of your ebook’s content and the ways in which that kind of information is usually presented.

Price will also determine consumer expectations. In general, higher prices bring higher expectations. If your product is priced above “book store norms,” your customers may very well expect a professionally published book. On the other hand, if your offering is inexpensive, expectations will be lower.

Presentation is also important. If you present your printed ebook as being a high-quality, bookshelf-ready reference guide, you need to deliver on that promise. If you present it as a “handy guide,” expectations will be reduced accordingly.

Many Internet marketers are accustomed to using ecovers in their sales materials. These graphical renderings represent what a printed version of the ebook might look like. Try to consult [George Sepich's eCover Magic](#) for some fantastic techniques regarding this particular area of concern.

When you are just selling the digital product, you can use a very nice looking “mock up” without any concerns about customer expectations. After all, they aren’t getting that graphic of a leather-bound collectible; they are getting a .zip file, right?

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Once you start selling actual printed copies of ebooks, however, it may be time to get rid of the glossy ecover and replace it with an actual photograph of your product. Let people know what they are getting and you will not have to worry about customer service issues or consumer disappointment.

This wouldn't be a problem though if your eCover is fabulously designed in the first place. A direct conversion may even work in your favor.

At the very least, you will want to supplement your ecover with a real photo of the available hardcopy. By presenting your printed book honestly, you can control expectations and prevent difficulties.

Personal Objectives

As you consider which method of printing will work best for you and your product, you will need to keep your own personal objectives in mind.

For many marketers, the primary objective will be immediate profit production. In those situations, one will want to search out the least expensive option that meets minimal customer expectations in order to maximize profits.

Others may take a more long-range outlook on an individual book. They may see book sales as an opportunity for back-end profits, branding, or additional marketing, rather than as a "pure" profit center.

In these cases, one may be willing to compromise on net profit (or even run the books at a loss) in order to gain lucrative opportunities, increase name recognition, or to serve another function.

Your own personal goals for the printing project can shape your publishing choices considerably. Are you looking to meet expectations or to exceed them? What is more important for that individual project: immediate profits or planting the seeds for future, more lucrative endeavors?

Take an inventory of what you want to accomplish and keep those goals in mind when choosing a printing strategy.

Price Adjustments

The low-overhead days of digital delivery are behind you! Your pricing cannot be reduced to a matter of market research and split-testing anymore. Once you start dealing in tangible goods, you have other factors to consider when setting your prices.

If you are doing the job yourself, you need to consider the value of your time and the cost of supplies. If you are hiring the work out to a professional, you will need to recoup their cost in your sales.

No matter how you get the actual printing handled, you are going to have to deal with shipping expenses too. Pricing becomes a little more complicated.

One of the worst mistakes you can make when building and selling a tangible item is to neglect the true costs of the process and then fail to include them in your pricing calculations and profit projections.

An ebook that sells for \$49.97 with digital delivery may generate the equivalent of \$40 per unit profit after consideration of likely total sales, cost of production, marketing costs, etc. However, if you make that same ebook available at the same price in tangible form, it could conceivably cut the profit margin in half.

How do you react? You can try to juice the price tag to \$59.97 across the board, hoping that the higher margin on the digitally delivered sales will more than compensate for the cost of the tangible products.

You can keep your digitally delivered price the same and jack up the cost on the printed ebook, running the risk of killing tangible sales due to the high price differential and much greater cost.

You can go with two different prices, trying to eke out a little more on the digital product while covering yourself on the printed version. Or, you might have to go back to square one in terms of calculating your financials and come up with a new price point and approach.

All of that is going to depend on how you do business and what your needs are, but there is no escaping the fact that tangible goods create additional costs on your end. Either you will have to bear them and decrease your per unit margin or you will need to pass those expenses on to the buyer.

That might make things seem a little grim, but the price adjustment factor should not keep you from pursuing print versions of your ebooks. The underlying rationale for producing tangible goods remains very strong--there is a market for them.

You will have to approach matters differently and you will need to remain cognizant of costs and their effects on price points as you make a decision, however.

It really is not any different from what you are already doing with your digitally delivered items. It just adds another series of variables to the equation you have already mastered. You should not let those variables scare you away from the money, but you cannot neglect their consideration either.

There is, however, one big difference that can change many people's approach completely, depending on their overall marketing strategy. Printed books do not carry the strong backend potential (as usually understood by Internet marketers) that other products do. If you insert a link into your PDF ebook to another offer, service, squeeze page, or sales page, you can be relatively sure that a percentage of the reads will convert into clicks.

If you're at a loss at this point of the discussions, it's probably because your PDF converter does not convert your text into active links when a .doc file is transformed into .pdf. You might want to try out [TurboPDF](#), a great tool that will convert your files into .pdf on the fly and keep your links active.

That's why up-sells, upgrades, supporting materials, and a host of other moneymaking opportunities often find their way into the text of ebooks. It is a way of multiplying the book's potential value.

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When you deal with printed materials, however, you lose a great deal of that immediacy. You may still cleverly promote or position other potential revenue streams, but in order for that to work, the reader will have to make the conscious effort to head over to the PC, log in, and type in the URL.

You do not need to be a marketing genius to see how seriously that can cripple back-end sales possibilities. If you are selling a hard copy version of your ebook, be sure to take that value-limiting aspect of paper publication into consideration.

Comparison Shopping

Every penny you save on production is an extra penny of profit. If you keep that in mind, you will find yourself becoming a frugal publisher! As you scout different publication options and strategies, always keep an eye open for ways to shave expenses.

The trick, of course, is balancing those cost savings with consumer expectations and desired results. You cannot compromise quality too much in hopes of shaving expenses. When quality suffers, your bottom line plunges.

Be a savvy comparison shopper. Compare the different methods and then, once you start shopping, compare various providers within each option. Search out the best possible deal for yourself that will not result in a quality shortfall.

Bargain Basement Strategy

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Sometimes you do not need much. In those cases, you might be able to perform a digital conversion using a bargain basement method. A printer, photocopier, and stapler might be all you need to get the job done.

This “low-rent” system may be suitable for simple newsletters, smaller reports, or brief instruction manuals. In these situations, the buyer is exclusively interested in receiving the promised information in a useable format and is not particularly worried about the exact nature of the presentation.

If, on the other hand, the buyer has an expectation of a more traditional book or something slightly “nicer,” the old copy and staple system may be a poor idea. Remember that part of the expectation will be dictated by price. If someone is spending “bookstore prices,” a stapled set of photocopies may very well lead to a customer service issue.

If the buyer was after a list of wholesalers to aid his or her eBay business or instructions for the programming of a universal remote control, this method could work very well. If the cost of the product was exceptionally low, the expectations may be lowered enough to make an inexpensive solution sensible too.

Remember, however, that you cannot afford to compromise quality within the option. In other words, doing a quick copy and staple job may represent a quality compromise compared to having a hardback book produced, but that doesn’t give you a license to do a lousy job of copying and stapling!

Make sure copies are clean and crisp, that pages are well aligned, etc. Even if you are sending out a “cheap” tangible item, it is still carrying your reputation with it on every page. Take care of your customer and your reputation even if you opt to use a low-cost means of providing a tangible book.

Running Your Own Print Shop

If you are going to be working with relatively small runs of multiple titles and believe that all of the tangible books you will create can share a number of features, it may make sense to handle printing yourself.

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You can do a more than passable job of creating certain publication types directly from your desktop if you have the right equipment.

Of course, you will need a quality laser printer. Unless you are interested in listening to it kick out page after page for hours, a higher-speed model is preferable. You will also need quality paper, binding materials, and cover materials.

You can bind your finished product in a variety of ways. Some have successfully used three-ring binders after utilizing a hole punch on the book. If you are interested in going that direction, you can purchase personalized binders in bulk to aid in your branding efforts.

Your binders may feature a company logo on the spine, front, or rear with a place for an insert card bearing the book's title.

This method is well suited for particular types of books. Remember, producing the best possible tangible goods is often a matter of meeting customer expectations.

Readers do not expect to receive a romance novel in a three ring binder, but they may be receptive to receiving a business guide or other nonfiction item in this format.

Others will use a special hole punch that places a series of rectangular openings along the edge of the paper. Once the pages are stacked, a plastic binding comb can be used to put the book together. Others may wish to invest in spiral binding equipment.

The actual process of binding a manual using any of these systems is relatively easy. It may take a while to get used to the process, but after you have produced a few books, it will become simple.

The cost of the equipment is not overwhelming. However, if you are dealing with a large quantity of sales, it may not make a great deal of sense in terms of the time or supplies required.

Replacing a toner cartridge, buying binding equipment, and stocking up on paper all the time can get expensive. It especially seems that way for those

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who are more accustomed to selling and shipping “overhead-free” digital products.

Quality is going to depend completely upon your equipment. A good printer, good paper, and careful binding can produce a decent final product.

In fact, you can find some of those binding techniques used in major bookstores for certain titles. What is likely to separate your work from those of the publishing houses is the quality of the cover.

You can rectify that quality shortcoming by investing in the right stock and printing technology to generate great heavy-duty “slick” covers. Alternatively, you can have a professional produce the covers while you tend to the “black and white” portions and assembly.

Creating your own print center is a reasonable option for those offering books that do not demand high-end attention and who are not selling in large volume. If you are hoping to move multiple copies of a book in any given day, the do-it-yourself route can end in frustration.

If you want to know how anyone with a computer and a printer can publish his/her own trade paperback books at home with amazing results [click here](#).

Using A Discount Service

If the quality of a do-it-yourself job would be adequate, but the volume of printing necessary makes that an unworkable solution (or if you simply aren’t interested in trying to print and bind your own books!), you might want to consider using a discount copy center or similar service.

You can bring a digital copy of your product to a local copy center, provide instructions for printing, and pick up your finished product the next day.

The work will be performed to your specifications and it will save you the time and hassle associated with the printing process.

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Copy centers also offer numerous features you may not be able to duplicate from an at-home setup. They will have more cover options available to you and will probably have additional binding options for your consideration.

However, there is a downside. The quality level is just what you would expect from a discount provider. You will not be able to fool anyone into thinking your book represents high-end publication. The price tag is also a factor.

Copy centers are the convenience store of photocopying. Single copies that would cost a copy machine owner a fraction of a cent can go for as much as a nickel. You can imagine the impact that can have on a large project.

This option is probably best suited for those who have reference-oriented projects and need a mid-range priced means of producing tangible items.

Using A Professional Printer

If you need many books and you need them to look good, it might be time to bite the cost bullet and call in the professionals. They call it self-publishing out there in the literary world because it is where writers who want to push their own product (or who can't find a publisher) end up.

It is a bittersweet move for someone who desperately wants to be the next Stephen King, but these so-called vanity presses can be a nice opportunity for those who need to transform their ebook into something that will look at home on any bookshelf.

The price is through the roof compared with the other options we have covered. If you use a professional press to do the work, you are going to be spending a great deal and cutting your per unit margin to a sliver compared to your digital offerings.

There are other headaches, too. Many presses will have minimum runs that can leave you holding too many unsold copies of your book. Some will charge set-up fees on top of the per book costs.

In order to make this work for you, there are a few things you really must have. First, you need a very good product. We are not just talking about a decent ebook compared to similar offerings either.

Your book needs to be genuinely good. You will be making a serious investment compared to what you would do for a digital delivery and you want to make sure that that investment is supporting a good title that has serious sales potential and that can create its own positive buzz as it sells.

Second, you need to be adequately bankrolled. If you get down to the nuts and bolts, one of the nicest things about Internet marketing is the fact that you can bring a product to market without a great deal of upfront spending. Sure, you have to invest in the marketing, advertising, etc.

The front-end costs in terms of product development, however, are relatively slight compared to other fields. Once you move into producing tangible books using a professional printer, that equation really changes.

Many Internet marketers are ready to take a risk on a project based on the fact that they do not have too much sunk into product development and can hopefully make a flat product a long-term winner via a nice back-end.

Things are different here. As we mentioned earlier, the back-end is not going to be particularly strong in most cases and the cost of printing this way requires you to drop a bundle at square one.

If you have an awesome product that has substantial sales potential at a good price point and requires a professional appearance in order to be successful, you can go this route and make it work for you.

If the book is good enough and addresses a nicely sized market, you might even be able to “play new author” and try to get the hardcopies placed in a few bookstores. However, you will have a significant investment and there is nothing worse than owning 1,000 unsold copies of your ebook.

The POD Solution

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The quality will trump that of your basement do-it-yourself print shop or the local Kinko's, but will not quite measure up to what a professional printer can do. The price tag is going to be high, but the flexibility is great. We are talking about POD--print on demand--plans.

Here is how it works: You submit the material for your book to the POD publisher. Whenever you need a copy, they will print it. One at a time. On demand. You do not have to worry about overstock or spending a fortune up front. You get your books as you need them.

POD publishers offer a variety of packages. They can produce anything from spiral bound reports to hardcover books, depending on the service used. Their price tags will vary accordingly.

Overall, you can expect a decent end result. Good enough to make an impression, but not necessarily good enough to pass for next month's title in Oprah's Book Club.

In the publishing industry, however, POD has long been recognized as a good way of handling books in smaller niches that have lower-than-expected page counts. Does that description ring a bell? It sounds like an ebook!

Foner Books provides an insightful breakdown and a look into the world of POD. <http://www.fonerbooks.com/pod.htm> details a year in the life of a POD book. Although the sales tactics used by the publisher may differ from those upon which an Internet marketer may rely, it provides a nice look at how using POD can be profitable and the expenses associated with it relative to traditional offset printing options.

The downside of POD is that unless you advance order some inventory, you will always be at the mercy of the publisher in terms of order fulfillment. Additionally, the per-unit cost can really put a damper on your profits.

Your Ebook Just Went Real, Will You?

So far, everything here has worked from the presupposition that you will be marketing the book via the same channels you are currently selling the

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digitally deliverable alternative version. In other words, everything has been filtered through the prism of traditional “Internet marketing.”

That is a workable means by which to make your real book profitable, but you might be able to increase your profits even more by taking the book into markets.

Amazon listings, Lulu sales (for the POD crowd,) bookstores, sales, and other options are possibilities. However, you will want to make sure your online market research is translatable to the offline public before investing a great deal of time or energy in taking your printed ebook in a different direction.

Additionally, utilizing a vanity press or a POD service can work wonderfully for the purposes of Internet marketing, but may have a negative connotation in traditional book markets and may not represent an optimal means of profiting from a title in offline markets.

Many in the writing and “traditional” publishing industry loathe vanity presses and POD options. They claim that the author contracts are unfair, that discount rates to booksellers are too low, that there is a lack of quality control, and a host of other problems.

All of these things can make a big difference to an author who wants to make a living from book sales. However, they are factors that do not carry as much weight with those who are more interested in finding a way to convert their product from digital to physical form and who have built their own online sales and marketing approaches.

Indeed, just because your products go physical doesn't mean you can't market them online anymore. You can still store your sales pages on the Internet to win the attention of a global audience.

Need help writing the perfect sales letter? [Robert Plank's Sales Page Tactics](#) will most certainly help you out. Also, [Ewen Chia and Dan Lok's Underground Sales Letters](#) have been turning the online marketing world onto its ear with the revolutionary tactics it presents.

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You'd also want to have your own mailing list, and at the heart of a responsive mailing list is a great autoresponder system. [TurboResponders](#) is one such service that is loaded with more features than you can count!

If you desire a complete solution for all your online marketing needs, then I've got only one recommendation for you, the ultimate tool that thousands of online businessmen will attest to: the [JVManager](#). This beast of a program will serve as your digital EVERYTHING: digital secretary, digital payment processor, digital affiliate program manager, digital delivery mechanism, and so much more! You won't have to invest in separate tools. The JVManager will have your back covered!

Remember this one simple policy:

Go physical, but allow your marketing to continue online.

This is a winning combination that's pretty difficult to beat!

Critical Observations

- There is a perception that ebooks are somehow “lesser” than traditional books. Whether accurate or not, you will need to consider that widely held belief.
- Many readers enjoy the tactile experience provided by a traditional book and have reading habits that depend upon portable reading material.
- Expectations are key to customer satisfaction. The nature of your ebook's publication will depend upon those expectations.
- The content and topic of an ebook will help determine customer expectations.
- Your sales price will, in large measure, dictate the buyer's expectations regarding your physical version of an ebook.

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- Your presentation of the book will establish expectations for the physical product. If you promote the book as a bookshelf item, buyers will expect more than if it is characterized as a written report.
- Include an actual photograph of the printed copy of the ebook in your sales material instead of relying on ecover mock-ups that may create inaccurate expectations on the part of customers.
- Understand your personal objectives for your ebook conversion project when deciding on a printing method.
- You must consider the costs of publication and shipping when setting prices. Your digital delivery-based assumptions generated from earlier market research and split-testing may be inadequate.
- Printed books have less traditional back-end sales potential than ebooks.
- A “low rent” publication strategy may be suitable for small, simple, no-frills products.
- You may be able to produce adequately printed materials from your home with the right equipment, assuming your needs are not too advanced.
- Utilizing a copy center brings with it convenience, but does have an overall quality cap and a higher per unit cost than you might like.
- Offset printing is a workable solution for products with significant sales potential that require a professional appearance.
- POD may be a great solution for niche publications that will not sell in large volume.

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Chapter Two

Using The Mail As Your Download Link: Tangible Software

Delivering The Disk

That many readers might prefer a traditionally published book to an ebook is not very surprising. Readers are not necessarily heavy computer users and we have outlined a variety of reasons why paper books may be more convenient and easier to use for certain tasks.

It is logical that a significant portion of the ebook market might actually prefer to have a physical product.

Why, on the other hand, would any software buyer prefer a disk instead of a download? They are experienced users, capable of downloading and installing the software. There is no convenience issue, as the product will be used on the computer at all times.

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Even though, as a percentage, there are fewer software buyers who will require a physically deliverable product, there is enough of a market out there to justify making a disk version of your program(s) available.

Some buyers may respond to the credibility created by having a tangible item. We discussed that phenomena earlier and it certainly holds true for software.

There is something about the presence of a real, physical entity that creates a sense of value and significance that a downloadable cannot fully duplicate.

Additionally, newer computer users may be hesitant to purchase a download unless they can also receive a physical copy of the program. They may be wrongly convinced that their risk of being infected by malicious code is higher via a download than it would be with an on-disk copy.

They may worry about their ability to correctly install the program and will respond to the security of having a copy on hand.

Veteran users may like having an instant download, but they may also enjoy having a permanent back up copy of their purchase without having to make the duplicate themselves.

Yes, there is also a certain crowd that might want the disk in order to illicitly share it with greater ease than can be managed if the seller is using a protected download method.

However, the risk of piracy is inevitable and this probably represents a small percentage of buyers interested in disk copies of software programs.

The justifications for tangible copies of software may not be quite as strong as they are for converting ebooks onto paper, but they are present--and it never makes sense to ignore demand when you can meet it.

In addition, sending out your program on a disk provides some exciting marketing opportunities.

Dressing It Up

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If someone orders a physical copy of a software product you are selling, you should look at it as a tremendous opportunity. Not only will you be able to ship your product directly to your customer's front door, you will be able to step inside yourself, in a way.

It is a splendid opportunity to place additional marketing materials directly into your customer's hands.

With traditional Internet marketing, you can follow up with a buyer in hopes of creating additional sales. You can email him or her, but your open rates may not be that great--if they get past the spam filters in the first place. You can get them on your list, but they may never actually take a second look at anything you send them.

When someone requests and expects you to send them a product, on the other hand, they are inviting you and your sales pitch into their home.

You can start by making the disk attractive. Spend a few dollars on a label printer for CD's and have an attractive label made. You can make your software offering look as professional as any major label release with a good label and a new jewel case. You can create and add an insert into the case, too.

Provide written installation instructions and a user guide, if possible. Even though that user information may also appear on the disk, creating the opportunity that a user will keep and refer to it is marketing gold--especially if it contains offers for other products or simply serves to effectively promote brand consciousness.

You can take other steps as well. Include coupons for other offers with the mailing. Insert promotional materials. You are limited only by your own imagination.

You can also load the disk with a few extras--maybe a sneak preview of your instructional videos or a short movie showing the other products you are promoting.

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Look, you have a motivated customer who was pre-qualified himself or herself. You know that the customer has an interest. You know they are willing to buy.

This is, in essence, the perfect lead. Moreover, they have ASKED you to send them a bundle in the mail.

When you consider that fact in tandem with the various backend options you can place upon the disk, tangible software is a great opportunity.

Basics Of The Burn: Committing Software To CD-Rom

The simplest way to make things happen would be to burn (record) the program to the blank disk, label the disk and ship it.

However, most marketers will want to take advantage of some of the previously mentioned means by which they can better prosper from tangible software offerings and will want to do a little more.

One factor to consider when burning (recording) the new disk will be making the installation simple. If you can provide the program as a self-executing file (.EXE), that will make things easier on your end users.

If you are providing additional bonus or promotional materials on the CD-ROM, you may want to make the disk itself self-executing and add a full menu feature to it. This will allow users to choose the components for download and provide easy access to individual components.

If you are a talented coder, setting this process up should be relatively simple. If, on the other hand, your talents are not up to the task, you could outsource the chore to a freelance programmer.

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Regardless of how you provide the software on CD-ROM, it is a good idea to include good installation instructions and necessary help files. These should have been created with your product and already available.

If they are not already available, have them made before selling physical copies of the program. Remember, a significant percentage of your buyers may not be “computer gurus” and good instructional materials may be a necessity for them to get value from their purchase (and for you to avoid customer service problems.)

Additionally, including help files and instructions provides you with another marketing and branding opportunity. Approach it as an opportunity to make a mark for yourself and, if appropriate, to remind the buyer of other products or services you may provide.

Although providing the necessary support files on the disk may be adequate, it is probably a good idea to provide that documentation in written form as well. If the support materials are extensive, you may want to revisit the portion of this book related to ebook production and handle printing based on the best possible system for your needs.

In other cases, you may not need more than a single page of quick installation directions. The nature of your software and its use will dictate the quality and quantity of documentation you choose to use.

There are a few other common strategies to use regardless of how many orders you plan to process. For instance, do not skimp on a good jewel case for your offering.

You could ship the software in a simple paper or plastic sleeve. This option, however, affords little protection during shipping and also detracts from the overall look and credibility of the project.

Additionally, CDs in cases will tend to get a spot in a storage unit where the spine is clearly invisible. Each look at that spine is a look at your logo and a reminder of your business.

Remember, one of the most valuable aspects of providing tangible copies of computer software lies in its marketing potential. Sink your teeth into every available opportunity, including the case you send with the CD-ROM.

Jewel cases for CD-ROMs are readily available at very low prices. Do not decrease the potential value of your product in order to save just a few cents.

Consider outfitting the case with a high-quality label as well. By creating and using a good insert, you increase the overall attractiveness of the product, provide yourself with another branding/marketing platform, and create a field in which you can provide the end user with valuable information.

It also aids in maintaining a perception of legitimacy. Few successful software vendors, after all, will provide customers with a blank case or a cheaply labeled container.

Small Volume Strategy

If you will only be occasionally producing tangible copies of the code you are selling, you will not need much more than a stack of blank disks, some preprinted labels, and a computer with a CD burner. Producing disks ala carte may take a little bit of time, but it allows you to avoid making a significant up front investment in supplies or technology.

The process itself is easy. Almost every burner-equipped computer will come with bundled software that allows for copying items to disk. If you are not satisfied with the software you already have, there are scores of alternatives available commercially and as freeware.

One can think ahead and burn a handful of copies of a title before customers place any orders. A small “inventory” can be maintained to increase efficiency and to allow the recording process to take place during non-busy times, etc.

One does not want to overdo it, however. Although your PC may have a burner installed, it was not designed for commercial applications. It was graded and tested for occasional use by an average individual, not for regular

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use by a software manufacturer/distributor! You could easily “burn out the burner” with overuse.

This solution may be fine for the marketer who does not foresee sending more than a few copies of software products in any given week. However, those who are looking at larger or more regular orders for physical versions of the code they are selling will want to consider large volume strategies instead.

Large Volume Strategy

If you plan to produce multiple copies of CD-ROMs frequently, you may want to consider an investment in a CD duplicator. These are dedicated devices that read a source CD-ROM and then copy it to a series of blank disks at one time.

Some duplicators are operated via software installed upon your PC and work as would any other peripheral. Others are stand-alone units that will not use any of your system resources. A reasonably high-quality stand-alone duplicator may be found for less than five hundred dollars.

Costs will vary based upon the capacity needed, the overall sturdiness and reliability of the device, and other factors common to all computer technology purchases.

Using a duplicator makes life easier. Instead of spending time dealing with the burning process over and over again, you can “mint” a series of copies at once. Often, an entire CD-ROM can be duplicated to all of the blank disks in a matter of minutes.

In addition to purchasing a duplicator, those who are doing high-volume work will also want to invest in a labeling machine. There are a variety of inexpensive devices designed to align and apply labels to CD-ROMs. They generally cost very little and do a fine job.

Unless you are processing scores of new orders every day, a simple one-at-a-time labeler should meet your needs.

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If sales sharply increase and you simply do not have the time to handle the manufacturing process, you can outsource production to a third party. You could find an individual to produce them or you may find a firm that will handle minting the CDs and drop-shipping them with provided materials to your customers.

You may also find a local company specializing in duplication services that can help you.

Others may be willing to gamble on sales and may pay a third party to produce a predetermined number of disks along with the cases and labeling. This may provide a very professional look, but it does expose one to the risk of having unsold titles on hand. Considering the Internet marketing “tradition” of keeping overhead low, it is no wonder most sellers balk at the prospect of placing large advance orders.

Any of those solutions will free you from the drudgery of manufacturing the tangible copies of your software offerings, but along with losing the work will come a loss of direct oversight and control.

In addition, the price tag associated with outsourcing these projects may outstrip the cost of the required technological investments relatively quickly.

Outsourcing manufacturing probably makes the most sense with very popular titles that appeal to a mass audience. If you learn that your software meets that description, you might be better served by collaborating with an established software manufacturer and distributor.

Quality Control

You want to make sure everything you send to a customer looks right and performs as expected. Quality control is always a critical aspect of providing physical goods. Although we did not discuss the matter in detail while reviewing the conversion of ebooks to printed material, one will always have an eye out for legibility and appearance in those situations.

However, software poses a unique challenge. Quality control is incredibly important.

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If an ebook has a slight smear on page seven or an accidentally dog-eared cover, the flaws will detract from the product's overall appeal but it will remain entirely useable. A flaw on a CD-ROM, on the other hand, may make the entire product utterly worthless.

If you are dealing with a relatively small number of orders, you could conceivably and quickly test each copy yourself before packaging it for sale. That may be an unwanted inefficiency, but it would insure great quality control.

If you are shipping multiple copies, testing each one individually may not be a workable solution. Instead, one may opt to pull a representative sample size of the entire press run and check multiple copies to insure proper operations. If problems are encountered, it may justify checking each disk.

There are many ways one can approach quality control with respect to tangible copies of software products. The methodology, however, is far less important than the results. As long as you deliver a product that works effectively, you have done your job.

Critical Observations

- Although the overall percentage of online software buyers requiring a tangible copy of the program may be limited, it is still a sizeable portion of the overall market.
- Newer computer users may be hesitant to purchase a download alone.
- Experienced users may enjoy the convenience of having a permanent backup on hand.
- Tangible software sales provide a unique opportunity for marketing. You actually get to bring a disk containing your product and other information into the buyer's home.
- Written installation and usage instructions create an additional tangible branding opportunity while addressing customer needs.
- Use your imagination to take advantage of the marketing opportunities physical copies of software provide.
- If you are providing bonus materials or additional marketing items on the disk, you may want to have a menu coded.

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- Jewel cases increase the overall look and credibility of your offering while protecting the disk during shipping.
- A quality label and insert will improve the look of your product and will help in branding and marketing efforts.
- Producing disks ala carte may be somewhat time-consuming, but it is a sensible option for those dealing with a low volume of orders.
- Those who process a higher number of orders may want to consider purchasing a CD duplicator.
- A hot-selling item may justify the use of a third party for creation of disks.
- Quality control is critical to successful tangible software sales.
- Random representative samples of products should be tested for functionality before shipping occurs.

Chapter Three

Going Hollywood: Movie Production

Adding To The Video Library

Not so long ago, the idea of using video on the computer as an instructional tool or entertaining diversion was almost unthinkable. Computers simply lacked the “guts” to make the use of video reasonable. On top of that, very few people on the “supply end” were capable of generating high-quality video products.

Today, things have changed. Video is hot and video products (and other products with added video components) are hot sellers. Watching a movie on the computer, whether loaded in as a DVD or streaming online, is second nature to an entire generation of PC users and the popularity of the medium should continue to escalate.

Marketers have recognized that massive appeal and are developing more video products to meet demands. They are producing “how-to” videos, educational films, and other products that take advantage of video popularity.

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They are learning how to produce compelling video productions using home equipment and PC-based editing tools.

Today, video is the “in” commodity. Consumers are excited to add new video products to their collections. It is a great time for you to add to others’ video libraries.

We discussed why software and ebooks have an audience that will demand tangible goods. Video is the same way, and the reasons behind that commonly expressed preference are actually stronger than those proffered by tangible product fans in other areas.

For a more thorough discussion on how video products have become absolute necessities in this day and age of Internet marketing, you can consult with the [Online Video Marketing Manual](#), a comprehensive resource on the subject matter.

Video is big. This time, that statement refers to actual file sizes as opposed to popularity. A long video file can take a considerable amount of time to download, even when compressed. A healthy collection of video files can take up a great deal of disk space. Thus, not everyone is excited at the idea of downloading video.

Additionally, even though computer technology has improved considerably, many end users are saddled with PCs that do not deliver a quality video experience. These individuals may be interested in what you can show them, but that does not mean they will be able to watch from the same computer they used to find you.

They may want a hard copy of the video to play on their portable DVD player or through their living room television.

Even those who are not facing technological hurdles may feel that way. Many people would prefer to watch video away from the PC or on other devices.

Of course, all of the other previously mentioned reasons for tangible good popularity in the software field also tend to apply to video. People may be worried about their ability to handle the download properly, may want an immediate “back-up” copy of their purchase, etc.

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There is no shortage of reasons for consumers to love video products. Nor is there any shortage of reasons for them to prefer their video in a tangible format.

Speaking Of Formats...

We have managed to make it through well over half of this ebook without getting too technical. If you thought you were going to escape this read without a traversing technical ground, however, you are about to be disappointed.

In order to discuss putting your saved digital video files into a tangible format, it is essential that we discuss the formatting issues involving video files and their storage media.

Most people think of DVDs when they consider tangible video these days. A few decades ago, the standard was VHS, but DVD has clearly become the preeminent video format—particularly in North America.

You can take your video files and burn them onto a DVD. However, that is not always as easy or wise as it may seem at first glance. Although DVD writers (burners) are dropping in price and becoming increasingly common, using the DVD for storage is still a reasonably expensive proposition. One can spend several hundred on a good writer and per unit costs for blank DVDs are fairly high.

Things get even iffier with respect to using DVD formatting when one considers the variety of disk formats offered. You can record to DVD-RAM, DVD-R or DVD+R, just for starters. Although that decision should not make a radical difference in the final product, it does. In fact, the blank DVD used may work fine on some DVD players and not at all on others.

Burning to DVD makes a great deal of sense if you are using a very standardized disk and are willing to pay the high prices. Of course, you must also be prepared for the segment of users who will want to watch your video on the computer but will lack the software necessary to handle a DVD.

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These shortcomings have increased the popularity of alternative storage media. The video CD, also termed a VCD, is one example.

A VCD (video CD) is nothing more than a normal blank CD-R disk upon which video has been recorded. One can generally use their existing CD burner to make video CDs.

That reduces costs considerably. Bulk buyers may be able to locate blank CD-Rs for less than a dime per unit. CD-Rs are also generally compatible with other DVD players.

They are not, however, a perfect solution. The problem is quality. In addition, that quality deficit is created by limited storage space. A standard dual-layered DVD is capable of managing approximately eight gigs of data. A standard CD-ROM, on the other hand, may only be able to handle 650 Megs.

That means that video must be tightly wound, or compressed, in order to squeeze onto a CD-R. That compression process brings with it a massive drop in picture quality. In fact, the resolution of CD-R video is akin to old VHS tapes with the added problem of occasional annoying “artifacts” (these appear as oddly shaped blocks in image edges) during fast action scenes.

A VCD can hold about an hour and fifteen minutes worth of video. That makes it a poor choice for a full-length feature film, but more than workable for most informational products or video tutorials. Larger programs must be split over multiple disks.

For most marketers, VCD may be the best possible format to use. Making a VCD is not difficult. The video must be converted into an MPEG1 video format. One can use video editor software or special encoder software to accomplish this. Then, the resulting MPEG1 file is burned to disk.

MPEG1 is the file type of choice because its compression method provides quality video performance in a tight package.

When burning the video files to disk, you will want to make sure you are using software that is specially designed to work with video. The video transfer process is different than that used for audio, and if one attempts to make a new disk using an audio burning program, the result may be

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completely unusable.

The fun and games are not over when the burning is done. CD players have a nasty habit of failing to read self-created VCDs (as well as the aforementioned do-it-yourself DVDs.) It is important to test your final product on multiple CD players for that very reason.

Even that kind of testing, however, may not adequately insure universal ability to watch your video. As such, anyone providing tangible video resources should also make the original video file available as well.

This provides end users with the opportunity to watch the action on their PC using a readily recognized file format if their DVD player is uncooperative.

Others will simply give up on the DVD-ready option completely and will opt to make only the base video files available.

Usability is obviously an important concern when it comes to making physical copies of video files. The best way to insure real usability is to make the video available in multiple formats or to use a universal non-DVD file type.

Formatting decisions will be dictated, in large measure, by the nature of the product. If it is something designed primarily for computer users (i.e. a software tutorial,) disregarding DVD “playability” may be perfectly acceptable.

If, on the other hand, one is offering video on a topic that is more “general interest,” he or she may want to make a serious effort to produce a playable DVD.

Even If You Aren't Spielberg...

Your video product may not have the production values of a summer Hollywood blockbuster, but that does not mean you need to treat it as a second-rate product in terms of packaging.

All of the hints and suggestions made with respect to software offerings are

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applicable to video productions. Remember, physical products provide a unique series of marketing opportunities to the seller.

Short-changing the packaging and presentation of your video product is the equivalent of turning your back on prospective sales.

Take the time and effort necessary to put together a good package. Include written materials, bonus “sneak peaks,” other product offers, and anything else you feel can help promote your business without overshadowing the disk you are providing.

You will have a series of customers with your disk inserted into their PCs. That is a splendid opportunity. Users will look over the disk contents carefully and you will have an interested audience for any additional marketing materials you have provided.

When you attend a film at the theater, you first spend some time watching trailers for coming attractions. That is because the big studios understand the power of promoting similar products to an interested, prequalified audience. You should do the same.

You may not offer trailers for other video products (although that might be a great idea,) but you can take advantage of the situation and put your best marketing foot forward.

Volume Considerations

The same factors and approaches with respect to the volume of expected orders covered in the software section of this book apply to video products as well.

You can churn out videos as you need them, invest in equipment to “mass produce” your products, or outsource the manufacturing function to a third party.

Critical Observations

- Video products are red hot right now and their popularity should continue to increase.
- Video files are very large, discouraging downloads and creating demand for tangible offerings.
- Many users may prefer to watch videos on a device other than their computer, making physical copies popular.
- Many people like tangible video products for the same reasons they prefer physical copies of software products.
- Producing videos in DVD format can be expensive. Equipment and supplies are more costly than alternatives.
- Homemade DVDs are notoriously unpredictable. They will often fail to play on some DVD players.
- Some users may want a physical product but will be unable to watch a DVD on their computer, necessitating consideration of other formats.
- Creating VCDs (video CDs) using standard CD-R disks is an inexpensive alternative to DVD production.

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- The limited storage space on CD-Rs results in some quality shortcomings when creating VCDs.
- A CD-R can hold approximately an hour and fifteen minutes of video. Larger programs must be split over multiple disks.
- In order to record a VCD, your video footage must first be converted to MPEG1 format.
- DVD players can play VCDs, but some machines may not properly read them. Thus, one should also provide original video files to buyers.
- Even though your video production may be relatively simple, you should not skimp on packaging or presentation.
- Put together a good overall package including written materials and other extras. Take full advantage of the marketing opportunities offered by physical delivery.

Conclusion

Digital products are already immensely popular and there is little doubt that acceptance of them will continue to grow in the future.

We need to keep our eyes on the future, but we should never lose track of the fact that we live in the present. We earn in the present.

Today, there is still a large sector of the market that eschews digitally delivered products and prefers to receive their purchases in a more tangible form.

So long as that market sector exists, it is incumbent upon marketers to serve it. The profit potential is too great to overlook. As more and more people rush headlong into the world of digital delivery, being there to serve those who would prefer a book they can hold or a DVD they can personally slide into their player makes a great deal of sense.

Your approach to tangible product creation may consist of little more than offering a hard copy version of your ebook to buyers. On the other hand, it could be a primary selling point if you are dealing with a niche that seems to want real goods and cannot find anyone supplying them.

Those decisions will vary, naturally, based upon your product choices and overall plan.

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What shouldn't vary is a commitment to maximizing the profit potential of every product you sell. In many cases, that will mean being the supplier who has a hard copy available.

Converting a digital product into a physical form may seem like a step backwards, away from technological advancement. However, smart marketers may decide to characterize it more as a profitable step they can take while simultaneously pushing the technological envelope.

We have been telling traditional producers to find a way to convert their wares into a digital format for years. We should be cognizant that perspective does cut both ways.

Traditional publishers made ebooks to penetrate the online market. Ebook sellers should consider print versions to penetrate the more traditional market.

Adding the sale of tangible goods to your business is a great way of finding sales you might otherwise miss and expanding the flexibility of your offerings to reach a larger group of prospective buyers.

Need more inspiration on what digital products you can acquire, which you are free to transform into physical items?

First, do read the only tutorial of its kind, [All Rights Explained](#).

Study private label rights in particular.

Then do your online business a big favor and join TurboMembership, the finest online membership program today, where you will be given private label rights to the biggest and the best digital products on the World Wide Web. These products are fresh. They are especially created for you on a monthly basis.

Furthermore, you will also be given access to the Internet's BIGGEST library of digital products that carry private label rights. And when I say the "biggest," I do mean that nothing – absolutely NOTHING – comes close to its size.

I'm talking about the vault inside the [TurboMembership](#), which is much like

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a digital library of the finest products the World Wide Web has ever seen... a great number of which will grant you rights to modify and utilize them any way you wish.

John Delavera & {--your-full-name--}

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