

**How To Boost Your Income  
BY Creating Your Own Info  
Products Fast, Taking Your  
Business To The Next Level**

**Simply Follow The Same Easy  
Formula The Most Successful  
Online Marketers Use Everyday**

**Summary Report Part 1**

24 July 2008

Published By The Author And  
Copyright Owner:  
Dr Sami Fab

For Your Free Copies (while available) of:  
Product Creation Summary Report **Part 2**  
+ Audio Recordings + Video Tips visit:  
<http://SuperFastProfit.com/FastProduct>

## **ALL RIGHTS RESERVED**

This report is made available to you for information purposes, completely free of charge. You may pass this report on or sell it or include it in any other package or a membership site. You may not make any changes or copy or transfer any portion of this report under any circumstances.

If you make this report available to anyone else in any form and by any means, you must keep this report in its current format and completely in tact. No other rights are implied or expressed. The copyright rests with the copyright owner as stated above. Any infringements will be pursued to the fullest extent of the law.

This report is protected by the laws of the United States, United Kingdom and International Copyright laws.

## **LEGAL NOTICES**

This report presents the findings of the author by the date of publication. Owing to a rapidly changing environment, the author reserves the right to alter and update his views based on new and changing conditions.

This report is for informational purposes only and the author does not accept any responsibility or liability resulting from the use of the information in this report. Every attempt has been made to ensure the accuracy of the information provided here, however, the author, his resellers and affiliates cannot be held responsible for any errors, omissions and inaccuracies.

Want Success, Fast? Check this out ...  
<http://SuperFastProfit.com/FastSuccess>

© 2008 Copyright Dr Sami Fab, Laureate Technology  
All Rights Reserved.

For Your Free Copies (while available) of:  
Product Creation Summary Report **Part 2**  
+ Audio Recordings + Video Tips visit:  
<http://SuperFastProfit.com/FastProduct>

## Content

Special Message: Give-Away Notice.....	4
About The Author .....	5
Introduction.....	6
Why Creating Products Is Absolutely Critical To Your Success!.....	7
What Products Are best?.....	9
Do Info Products Really Apply To Your Market? Surely Your Market Is Different!.....	11
Gems In "Summary Report Part 2" (FREE).....	13
Fast Action Points.....	14

Want Success, Fast? Check this out ...  
<http://SuperFastProfit.com/FastSuccess>  
© 2008 Copyright Dr Sami Fab, Laureate Technology  
All Rights Reserved.

For Your Free Copies (while available) of:  
Product Creation Summary Report **Part 2**  
+ Audio Recordings + Video Tips visit:  
<http://SuperFastProfit.com/FastProduct>

## **Special Message: Give-Away Notice**

You may give away the PDF file in which this report is contained to anyone you wish as long as there are absolutely no alterations of any kind to this file and its contents.

You may also include this PDF file as part of a product bundle or inside a free or paid membership area subject to the above "no alterations" clause.

Giving away this file is the only exception granted to you with respect to the copyright notice under the earlier clause entitled "All Rights Reserved".

- [Yes] Can sell Resale Rights
- [Yes] Can sell Master Resale Rights
- [Yes] Can be added to PAID membership sites
- [Yes] Can add various bonuses as a sales incentive
- [Yes] Can be packaged with other products
- [Yes] Can be given away
- [Yes] Can be offered as a bonus
- [Yes] Can be offered through auction sites
- [Yes] Can be added to free membership sites

- [NO] Can not be edited or altered
- [NO] Can not be repurposed into any other formats such as audio, video, articles or website content

Want Success, Fast? Check this out ...  
<http://SuperFastProfit.com/FastSuccess>

© 2008 Copyright Dr Sami Fab, Laureate Technology  
All Rights Reserved.

For Your Free Copies (while available) of:  
Product Creation Summary Report **Part 2**  
+ Audio Recordings + Video Tips visit:  
<http://SuperFastProfit.com/FastProduct>

## About The Author

Dr Sami Fab is an IT professional with more 20 years IT experience and more than 12 years experience of Internet Technologies and Internet Marketing.



During the course of his career he has been consulted extensively by some of the largest corporations in the world ranging from the financial institutions to logistics companies. He presented his first "Internet For Business" seminar in the April of 1995, continuing to do more than 100 seminars and workshops for the business community.

Recently he has become interested in focusing on the small and medium sized online enterprises. He attributes his interest to the dynamic, exciting and entrepreneurial nature of these organizations helped by the growth of the Internet which make them fulfilling to work with. He puts it this way:

**"Rapid decisions, followed by rapid and massive actions, create rapid and massive results in no time at all. That only happens with the small and medium corporations and is so exciting to see happening right in front of you. I would like to see as many such companies flourish as possible."**

Sami's current projects include online software for rapid content and traffic generation. Another ongoing project is focused on providing online business management and automation tools for small companies. You will hear about these in the near future both in the media and from his free information packed:

[newsletter: Freedom Leap \(click here\).](#)

Want Success, Fast? Check this out ...  
<http://SuperFastProfit.com/FastSuccess>

© 2008 Copyright Dr Sami Fab, Laureate Technology  
All Rights Reserved.

For Your Free Copies (while available) of:  
Product Creation Summary Report **Part 2**  
+ Audio Recordings + Video Tips visit:  
<http://SuperFastProfit.com/FastProduct>

## Introduction

If you want to understand the secrets of successful people especially in your line of work, then here are the results of my research.

I hope this helps you make faster progress as it helped me. It has also helped many others with whom I shared this information.

Take note – modelling success is the single most important step you can take to achieve your goals. Think about it ...

Could Albert Einstein become one of the greatest scientists of all time if he hadn't learnt from other brilliant scientists in his field? Definitely not.

Can any athlete, become a world champion if he does not have former champions to coach him or her? Virtually impossible.

So what is it that the most successful online marketers do to give them rapid fame and huge income? Let's see ...

Want Success, Fast? Check this out ...  
<http://SuperFastProfit.com/FastSuccess>

© 2008 Copyright Dr Sami Fab, Laureate Technology  
All Rights Reserved.

For Your Free Copies (while available) of:  
Product Creation Summary Report **Part 2**  
+ Audio Recordings + Video Tips visit:  
<http://SuperFastProfit.com/FastProduct>

## **Why Creating Products Is Absolutely Critical To Your Success!**

Like most people, you probably start(ed) your online businesses marketing other people's products for a generous commission. Often this is 50% or more of the selling price of the product.

That is a great strategy. As you know it is called "affiliate marketing". You are an affiliate of an "affiliate merchant" or merchant for short.

In affiliate marketing, you have no selling costs, no production costs, no delivery costs. And you also have no after sales service and support costs, to name but a few advantages.

Now look around you. Take your pick of absolutely any online success. Also take a look at successful affiliates and the super-successful affiliates, often referred to as "super affiliates".

You will not find one success story, not one, without a product of his/her own! I certainly haven't seen one.

Why do you think that is? Why does success online or offline for that matter go hand in hand with product creation?

Here are a few reasons, briefly, in no particular order:

- Branding of YOUR (business) name and identity
- Increased credibility
- Raised market profile as an expert, rather than just a (great) sales person

Ever noticed even super successful sales people have their own products?! One of my favorites is a gentleman by the name of Chet Holmes. Chet is

Want Success, Fast? Check this out ...  
<http://SuperFastProfit.com/FastSuccess>

© 2008 Copyright Dr Sami Fab, Laureate Technology  
All Rights Reserved.

For Your Free Copies (while available) of:  
Product Creation Summary Report **Part 2**  
+ Audio Recordings + Video Tips visit:  
<http://SuperFastProfit.com/FastProduct>

phenomenal and coaches people like you and me  
to sales excellence.

He too has his own books and products!

- Relationship building with your partners (affiliates)  
which gives you an ever increasing sales army  
ready to promote your next products
- Relationship building with your audience who will  
start buying your products because your  
name/brand is on the package, otherwise known as  
building a loyal customer base.

OK, you get the picture. So the next obvious question is  
"What products are best for you to create!" right? OK, let  
me answer that ...

Want Success, Fast? Check this out ...  
<http://SuperFastProfit.com/FastSuccess>

© 2008 Copyright Dr Sami Fab, Laureate Technology  
All Rights Reserved.



For Your Free Copies (while available) of:  
Product Creation Summary Report **Part 2**  
+ Audio Recordings + Video Tips visit:  
<http://SuperFastProfit.com/FastProduct>

## What Products Are best?

You may have heard of a class of products called "digital products". These are products that are digitally downloadable from your web pages or can be placed on CDs and DVDs.

First off, DO NOT worry about how nor about any other technical details. All will be explained AND you won't even have to do it. There are plenty of people who will do it all for you.

For now just understand what's best for you. Remember, if you tell your children about the benefits of keeping their teeth healthy, they don't worry about whether they can do the job of your dentist right there and then. The same applies to you now.

With digital products you have the following advantages, in no particular order:

- No production costs (except for graphics and a sales letter ... will be explained in part 2)
- No delivery costs
- Instant delivery, leveraging the incredible power of "Instant Gratification" for your customers
- Benefiting from impulse purchases. Note: the vast majority of purchases are "impulse" driven
- No service and repair cost or effort, except for answering some questions once in a while - (darn-it I knew there was a drawback somewhere. But wait, you'd have to do the same for physical products too! So this is no disadvantage for digital products)
- Instant income from your customers into your account. Remember with physical products that you sell online, it is illegal in most of the developed world to get payment until the goods are packed

Want Success, Fast? Check this out ...

<http://SuperFastProfit.com/FastSuccess>

© 2008 Copyright Dr Sami Fab, Laureate Technology  
All Rights Reserved.

For Your Free Copies (while available) of:  
Product Creation Summary Report **Part 2**  
+ Audio Recordings + Video Tips visit:  
<http://SuperFastProfit.com/FastProduct>

and ready for immediate shipment. No such problems with digital products.

OK, let me give you some ideas about digital products. Firstly, digital products are broadly divided into two or more groups. Other people can give slightly different definitions but still along the same lines I state here:

- 1- Software products – don't worry this is a lot easier than you think and NO you don't have to learn any programming. There are plenty of people who will do this for you for almost nothing. I'll explain this a in a later (free) report.
- 2- Information (Info) Products – now this is the easiest, quickest and most profitable class of digital product to consider especially early on.

Info products comprise of ebooks, reports like the one you are reading right now, white papers, sales brochures, user guides, reviews, graphics, photos and illustrations, audio, video and computer screen recordings (also referred to as video).

Now some people class the visual products such as graphics and videos as another class of digital product. I have classed them as info products because they still convey information to you.

You can choose whatever you wish. But the key issue now is, how can YOU benefit from your own info products in your market? Do they really apply to you? Here's your answer ...

Want Success, Fast? Check this out ...  
<http://SuperFastProfit.com/FastSuccess>

© 2008 Copyright Dr Sami Fab, Laureate Technology  
All Rights Reserved.

For Your Free Copies (while available) of:  
Product Creation Summary Report **Part 2**  
+ Audio Recordings + Video Tips visit:  
<http://SuperFastProfit.com/FastProduct>

## **Do Info Products Really Apply To Your Market? Surely Your Market Is Different!**

No matter what your specialty, service or product actually is, I think you agree:

Nobody will ever buy anything from you without "knowing" what you are selling, why it is worth having, its benefits over the competition, how to use it, etc.

No matter what line of work you are in, people always first and foremost want to "know" and "learn" about that subject. You got it:

**Learn = Information Product  
(Ka-Chinnnng \$\$\$)**

Did you know there is someone who is selling information on ... wait for it ... "Rat Breeding"!

Wow, it is incredible enough that there is demand for such a thing and that there are customers out there, wanting such information. But that's nothing compared to ...

... the idea that RATS need help from you and me to breed! BUT WAIT, THE BEST IS YET TO COME ...

This guy is making **OVER \$10,000** per month selling this information!

So no matter what line of work you are in, there are always people wanting information about that subject before they want the actual product or service.

Note: Survey after survey consistently shows, people go online primarily to search for "Information" not products, not things to buy but to find information.

If you are thinking about eBay and Amazon think again. Even there people want information first before they buy.

Want Success, Fast? Check this out ...  
<http://SuperFastProfit.com/FastSuccess>

© 2008 Copyright Dr Sami Fab, Laureate Technology  
All Rights Reserved.

For Your Free Copies (while available) of:  
Product Creation Summary Report **Part 2**  
+ Audio Recordings + Video Tips visit:  
<http://SuperFastProfit.com/FastProduct>

And many people do extremely well just by providing review type products – free or paid for – in the form of reports, ebooks, audios and videos.

Look, you've read most of this report (so it must be at least a little interesting or informative, therefore) ... don't you think that I could have sold this report and the (free part 2 report) to those who want to be successful online, quickly and easily by modelling success!

Well I could and regularly do but not here and not now, nor in the Summary Report Part 2. So hopefully you can see the massive benefits that info products offer you and also that they are the route to major success.

If you're wondering what I cover in that report, here are your answers ...

Want Success, Fast? Check this out ...  
<http://SuperFastProfit.com/FastSuccess>

© 2008 Copyright Dr Sami Fab, Laureate Technology  
All Rights Reserved.

For Your Free Copies (while available) of:  
Product Creation Summary Report **Part 2**  
+ Audio Recordings + Video Tips visit:  
<http://SuperFastProfit.com/FastProduct>

## **Gems In "Summary Report Part 2" (FREE)**

Rest assured part 2 is also FREE. You don't need your wallet or credit card. You need not make any commitment of any kind, well, except one:

**JUST READ, LEARN AND APPLY (TAKE ACTION)  
IMMEDIATELY**

Some of the topics covered in Part 2 are:

- The most important materials you can use to create your own best selling products
- Where to get top quality FREE content for your own products
- Where to get top quality low-cost materials for your own products. Note: I do not sell any such material (that maintains my objectivity). I will merely provide you pointers to a variety of sources that I reveal.
- Getting your products created in double quick time, FREE or with minimal cost. Again I do not provide such services.
- Once you have your product(s), the other THREE CRITICAL components you must have to be successful. Without these you will almost certainly fail.
- Plus some of the sources and services you can use to achieve the above.

Summary Report Part 2 is available from:

<http://SuperFastProfit.com/FastProduct>

Right now you must take action towards your rapid success. Here's what you do ...

Want Success, Fast? Check this out ...  
<http://SuperFastProfit.com/FastSuccess>

© 2008 Copyright Dr Sami Fab, Laureate Technology  
All Rights Reserved.

For Your Free Copies (while available) of:  
Product Creation Summary Report **Part 2**  
+ Audio Recordings + Video Tips visit:  
<http://SuperFastProfit.com/FastProduct>

## Fast Action Points

- 1- Start thinking and planning your next move based on what you have learnt so far in this report. Make notes.

Reorganize your notes into a systematic approach and download part 2, see next ...

- 2- I cannot promise to have part 2 available free forever – once it is gone, that's it, no exceptions.

Please download part 2 immediately (if it is still available):

<http://SuperFastProfit.com/FastProduct>

- 3- Exercise "Palms Up Networking" (Christine Comaford-Lynch) ...

Approach other people with your "palms facing up". Reach out and offer others help or support before you expect anything in return ...

One way to do this is to offer this report to as many people as you think could benefit from it. Your friends and colleagues will be grateful and so will I. Everyone wins.

DO NOT send unsolicited mail, even with the best of intentions. "You" will be responsible for breaking the law.

Only send this report or tell others where to download (also from the above link), when you have a relationship with them, i.e. people who normally do get/expect mail from you.

You could of course mention this report in your blog and forum posts if relevant to topic of discussion. BUT DO NOT GO OFF TOPIC, that too constitutes spam and is illegal. "You" will be held responsible.

Want Success, Fast? Check this out ...

<http://SuperFastProfit.com/FastSuccess>

© 2008 Copyright Dr Sami Fab, Laureate Technology  
All Rights Reserved.

For Your Free Copies (while available) of:  
Product Creation Summary Report **Part 2**  
+ Audio Recordings + Video Tips visit:  
<http://SuperFastProfit.com/FastProduct>

- 4- Read Part 2 and take immediate action. All the knowledge in the world is useless without action. Everyone has a library nearby. Is everyone benefiting from that knowledge? Of course not.

Knowledge is power but only when turned into action! (Dr Sami Fab, <http://SuperFastProfit.com/>)

- 5- Watch out for the audio recordings of this series of reports and video tips on product creation.

Many of these will be FREE for my subscribers (& the subscription itself is also free) at:

<http://SuperFastProfit.com/FastProduct>

I look forward to your massive success with your own info products.



Dr Sami Fab

CEO  
Laureate Technology  
Wilmslow  
United Kingdom

Want Success, Fast? Check this out ...  
<http://SuperFastProfit.com/FastSuccess>

© 2008 Copyright Dr Sami Fab, Laureate Technology  
All Rights Reserved.