

7 PRODUCT CREATION MYTHS

BY JONATHAN GREEN



A FEW NOTES

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YOU MIGHT NOT WANT TO HEAR THIS, BUT...

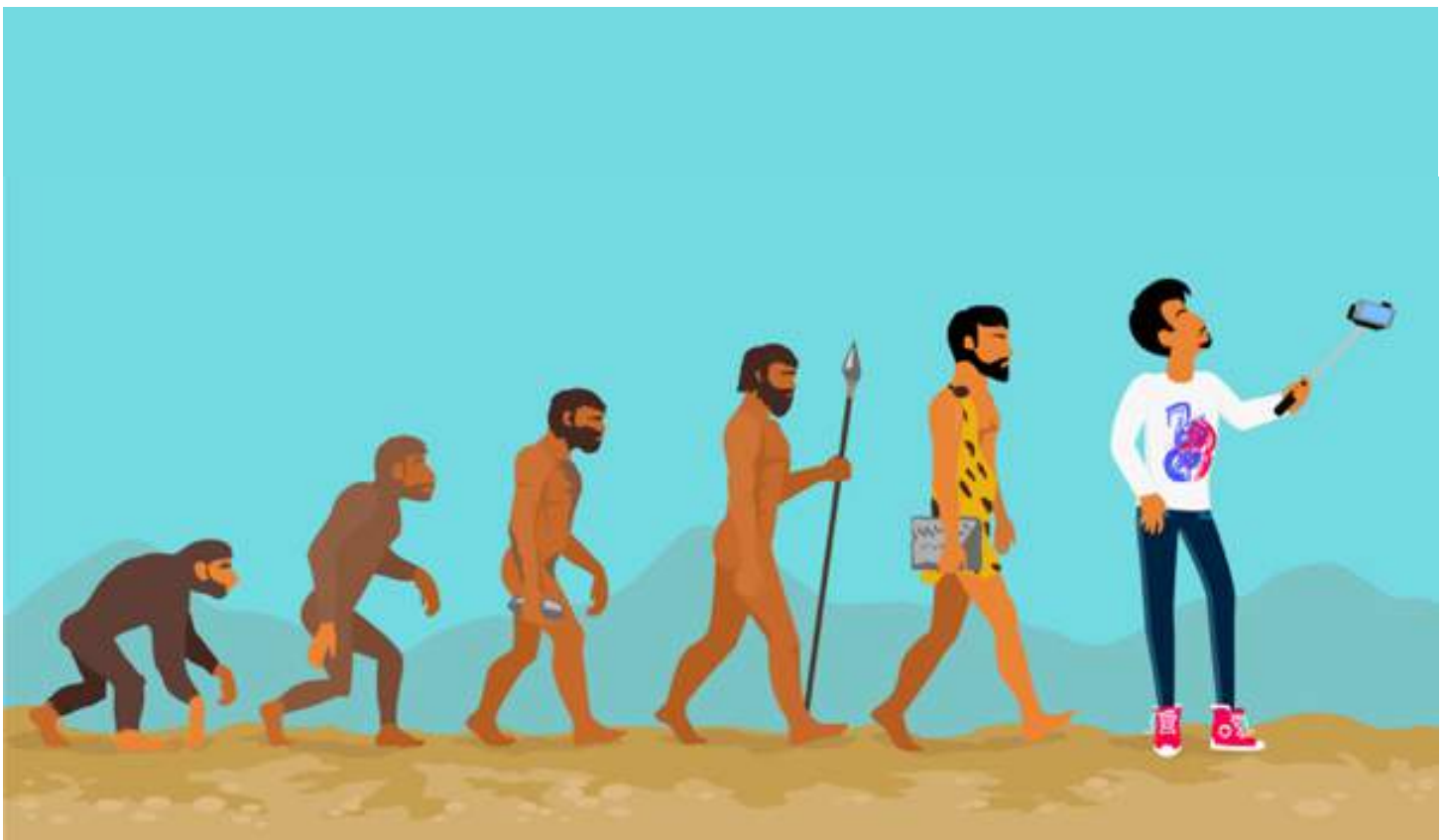
Usually, at this point of the book, you read about how all rights are reserved, and how I don't want you to redistribute and that it's for your personal use only.

All that stuff is true, but I want to put two ideas into the back of your mind before we start.

First of all, the Internet's always changing, and I can't guarantee that the stuff that's working for me right now is going to work in two years, or even six months from now. All I can tell you for sure is that this is the most up-to-date info as of summer 2019.

Second, ask anyone who's made a lot of info products... once in a while, you'll run into a dud. That's why it's so important to do things right, to do things quickly, and to leverage your time as well as possible!

Just read it and DO it as quickly as possible. Please.



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7 PRODUCT CREATION MYTHS - SERVENOMASTER.COM

INTRODUCTION

I'm so excited that you decided to grab this free gift from me. As part of this process, I'm going to show you how easily you can create your first product.

Today – in a single morning – I'm going to create both this product and my Product Creation Blueprint. I'm building this PDF and a paid product quickly to demonstrate that you can create your first product in a single day.



Before we get to that, I know there are certain factors holding you back because they used to hold me back. Unfortunately, they hold the majority of online marketers back.

As I take you through these seven myths, take a moment with each one and ask if it's affected you in the past... or it's still affecting you today.

Even if you have created a product in the past, these myths might still be affecting you. They could be the very reason why you haven't created your second product. If something went wrong with the first product or course you created, you might start to believe that product creation just isn't for you.

Before we dive into this process, I want to let you know why you should be listening to me. Maybe you've never heard of me before – maybe one of my good friends recommended you to this page, or maybe you saw the link on my website.

Let me start from the beginning. I've been a full-time professional product creator since 2010. I started my online journey by writing a blog about my dating life and misadventures, back when I was single.

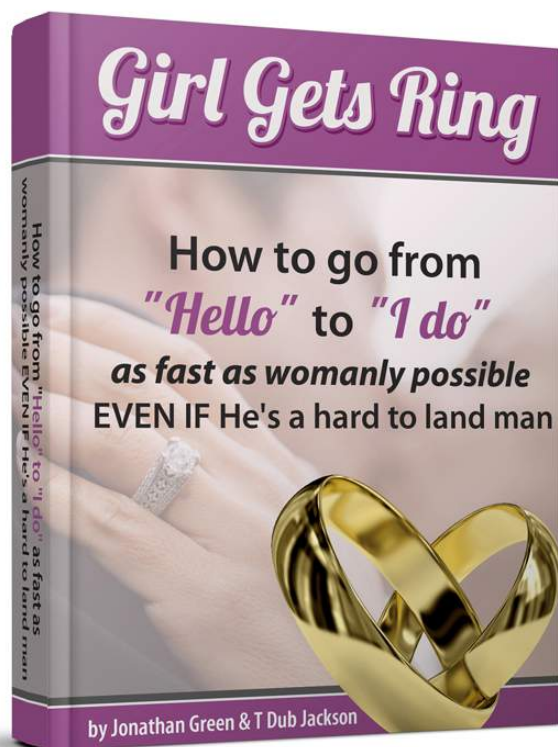
Now I'm married with three kids, and that blog is long gone because that part of my life is over, but at that time, it was one of the most popular dating blogs in the world.

It wasn't about my successes and conquests.

The blog was about my misadventures, mistakes, and my humorous journey to try and find true love.

One day, I received a phone call from someone asking me to make a product for them. That man's name was T-Dub. He was making tens of thousands of dollars a day with a product called *The Magic of Making Up* at the time, so when he called me and said, "Would you make a product for me?" I got very excited.

I created my first product, *Girl Gets Ring*, which is still on ClickBank and has grossed nearly \$2,000,000 since that phone call. It's pretty good, right?



That's how I started my journey, and I want to take you through the exact same process.

Even now, years later, I still create highly successful products for myself and for high-level business partners. As a ghostwriter, I get paid well into five figures to write a book for a client to publish. As a product creator, I have partnered with some of the most successful Internet marketers in the world.

I've worked with people like Russell Brunson, founder of ClickFunnels. He approached me and said, "Jonathan, you're amazing. We have to do something together." That's the genesis for creating this PDF you're reading right now.



We've been working on something very big for the past three months, which I'm going to share with you very soon, but first, let's break through these myths.

PRODUCT CREATION MYTH #1

IT'S TOO SOON

You need to wait. You're not ready. This belief often comes from within ourselves: "My business is too small. I don't have enough traffic. I don't have enough of an audience. I need to build the traffic first."

While traffic is very valuable, you only make money when you combine traffic with a product. You need both things in place. The belief holding you back that it's not time yet is not true.

You can start building your first product today. You don't need to wait until you have someone to sell it to. What happens if someone comes into your store for the first time, and there's nothing for sale? You're not going to sell them anything.

There's great value in working on both traffic and content at the same time, **but the sooner you have your first product ready, the sooner you can put your flag in the ground and start to get excited about driving people to something you believe in it.**



I know a lot of people start out online as affiliates, promoting other people's product. If you are promoting lots of other products, look for the product that your audience likes the most. If you're selling something all the time as an affiliate, creating your own version is a great place to start. You don't need to wait because you already know what your audience wants.

PRODUCT CREATION MYTH #2

YOU DON'T HAVE WHAT IT TAKES

You're not smart enough. You're not good enough. You don't have enough experience. Those may have been your first thoughts when I said, "Take a product you're promoting as an affiliate and make your own version."

That's my entire business model.

You don't need to be an expert; most people have no interest in learning from experts. It's a misconception that people want to learn from the best.

I'm friends with several millionaires who work with billionaires. I'm working on a project right now with a client who is putting together content and training from ten billionaires in his industry. Guess what? Most of their information is irrelevant for someone who's starting out. It doesn't work for beginners.

If you look at any training video series on YouTube, the beginner videos often have hundreds of thousands of views, while the advanced videos have one percent of that.



Most people are beginners, and if you're all the way at the top of the mountain, you don't even remember what it's like to be a beginner.

I started my first blog in 2006. That's a long time ago. I don't remember what it's like not to have my face or something that I wrote on the Internet. I don't remember the feeling of my first sale online.

My memory is hazy because it's so far back in the past. Someone ten times more successful than me has no memory of what it's like to be at my level.

I'm currently working on a different project with a millionaire. He shared a story about what he would do if he was just starting out and only had a thousand dollars to his name. It was ridiculous, and I had no choice but to cut it from the book. Anyone reading could instantly tell that he'd been rich for so long that he forgot how people at the bottom actually live.

Often, the person at the top of the mountain can't remember the first steps they took at the bottom, so their advice isn't as useful or applicable to beginners. You don't need to be at the top of the mountain to help someone; you just need to be a few steps ahead of them. You can be the icebreaker on their ship headed for the North Pole, or the Sherpa helping them climb Mount Everest. You don't have to be at the top pulling them all the way up.



There are plenty of marketers who are richer, smarter, and more successful than me, but my audience follows me because I'm closer to where they are. I'm just a little further up the mountain than you.

In addition, people at the top of the mountain are very inaccessible. Some of the people I've worked with in the past are nearly impossible for you to reach out to. If you have a question, want coaching, or more information about a product, you're not going to be able to reach them. You're going to get foisted upon an assistant or a trainee, and I don't know about you, but I don't want to learn about being an entrepreneur from someone who's not.

One of my biggest products is about my networking process. I work with so many big people because I know how to network and form connections. I heard that there were companies that go to different organizations and teach their staffs how to network. They charge a whole lot of money, and you know who shows up? It's not the owner of the company. It's not the person who invented the process. It's someone who went through a training course and learned how to teach networking.

I don't know about you, but if my company is going to spend \$5K, \$10K or even \$100K on a training seminar, I'd rather have an expert in the room than some cubicle farmer.

Even though you might not be at the top of the mountain, you're more accessible.

People will want to hire you for coaching because they want to interact and communicate with you. Your message will resonate more with people who are just a few steps behind you because you can remember what it felt like when you were in their shoes. This is an advantage, not a disadvantage.



PRODUCT CREATION MYTH #3

YOU HAVE NOTHING TO SAY

One of the biggest myths is that the only way to create a product is to sit down in front of a typewriter and start grinding, and creating a product will take a lot of effort and sweat.

When you think of writing a book, you might think of sitting down in front of a blank sheet of paper with nothing on it, struggling to think of the first word.

That's not how people create products anymore. I'm creating this entire product without using my keyboard. You can create products better and faster using the power of dictation. I don't dictate by choice; I have a severe medical condition that limits how many hours I can spend on a computer.



If you join my Facebook group, **The Author and Entrepreneur Accelerator**, this is something that comes up quite often. People use the computer too much and start to become sensitive to the light from the screen. My condition affects everything about my business. I use custom anti-blue-light monitors, 3rd yellow filters, and pinhole glasses. I have a giant 13- inch e-reader (**The Onyx Boox Max 2**) that I can write on – that's what I'm going to use to edit and tweak this content after dictating. And now I use a smaller ereader, the **Likebook Mars**, to check email and reply to Facebook comments daily.

I have no choice but to use my voice, and here's the beauty. You might write very slowly, but you can talk very fast. The average person types forty words a minute,¹ and this is a good speed for a secretary. I've seen someone who could do eighty or more, but that's faster than average, and it requires no thinking. You talk three to four times faster than you type.

¹ See www.ratatype.com/learn/average-typing-speed/.



You can create an entire PDF just like this one in about twenty minutes of conversation. That's going to give something thick that people are going to get excited about. You don't have to spend all your time agonizing, cramping your hands, and working in an area that's hard for you.

There are a couple of cool advantages when you use dictation as your product creation process. The first is that it's faster. The second is that audio is worth more than text. That's why when I give away this book, I also include the audio. ² I know people like to engage with content in different ways.

Don't you feel like you know me a little bit more now because I'm being real and honest with you?

Starting with audio allows you to give your audience double the content for less work.

Most people find turning audio into text to be a major hurdle. There are loads of amazing transcription services and tools on the market now.

I use [Temi.com](https://temi.com) (you can click to check them out). It's not an affiliate link because they don't have an affiliate program, but they're the best. There are competitors that have affiliate programs, but they're not as good, or they charge more than Temi, so I won't mention them here.

² The neighbors were crazy loud when I recorded so there is some background noise. Sorry for the inconvenience.

I've run through hundreds of hours of audio through **Temí.com** and always been satisfied with them. It's the best service available at the moment for transcription.

When I finish this dictation, I will upload the audio file to Temi and edit it inside the Temi editor. I'll take that final version and jazz it up into this PDF afterward. This is the exact process I use daily.

I now have two formats to give to my audience, and you can do the exact same thing just by using the power of your voice. You don't have to be held back anymore.

NOTE:

The beauty of recording audio is that you can be yourself. You can be more natural. You're not as stressed out trying to write the perfect text.

PRODUCT CREATION MYTH #4

GRAPHICS ARE HARD

Fear of graphics used to hold me back and the same fear affects a lot of budding online marketers. It's terrifying to think that I have to create something so beautiful and mind-blowing that people can't resist buying it. This is not true either.

You can get away with some very ugly PDFs if your content is good.

There's a lady who I'm technically a competitor with, but I'm looking for a way to create an alliance with her. She has a product that costs \$2,000, and every single one of her videos is grotesque. She has a Word document on the screen, turns on the video camera, and just records her talking through the document for an hour for each lesson. These are some of the lowest-effort videos I've ever seen, but guess what? Her content is amazing. It is so good that nobody cares what the videos look like.



DO YOU REALLY THINK I DREW THIS PICTURE?

The second secret I want to share with you is that nobody does graphics from scratch. When I'm making my videos for video courses, I use templates that I get from **GraphicRiver**. When I'm designing a PDF, I work from a template. Everything online is built from templates. The page you saw before you downloaded this awesome training was a template.

The idea of the blank page is a misnomer, and I want you to erase that from your mind. There are loads of amazing places to get templates out there. If you're on a Macintosh, open up Pages – it's filled with cool templates for cool magazines and flyers. You can write right in there, and it'll look great.

If you're overwhelmed by the process, you can hire someone on **Fiverr** to do it for you. Turning a Word document the size of this course into a PDF is going to cost \$5-20. It's not too expensive.

The final secret I want to share with you is that everyone just uses the stock images. I have an account with **123rf**. I use them for everything. I download images from their website that I like, open them up in **Affinity Photo**, my favorite photo editor. It's significantly cheaper than Photoshop, easier to use, and more powerful – an absolute win. Affinity Photo can even open PSD, the special proprietary photoshop format.

I take the stock image, crop it, maybe I'll delete the background, and add some text using one of my favorite fonts. That's it. All the graphics on my website – all the drawings, all the images that seem so fancy – started from a template or a stock image. You don't have to let your inability to make things look pretty hold you back. It doesn't matter, and it's an easy hurdle to overcome.

As your company grows, you may switch to the service that now handles all of my graphic needs, **Design Pickle**. I have a pair of designers working for me every day and everything is easily handled through their submission platform. The work is phenomenal and I have a massive queue of tasks that they are always working through.



PRODUCT CREATION MYTH #5

IT TAKES FOREVER

“Like Alexander the Great, I only know how to lead from the front.”

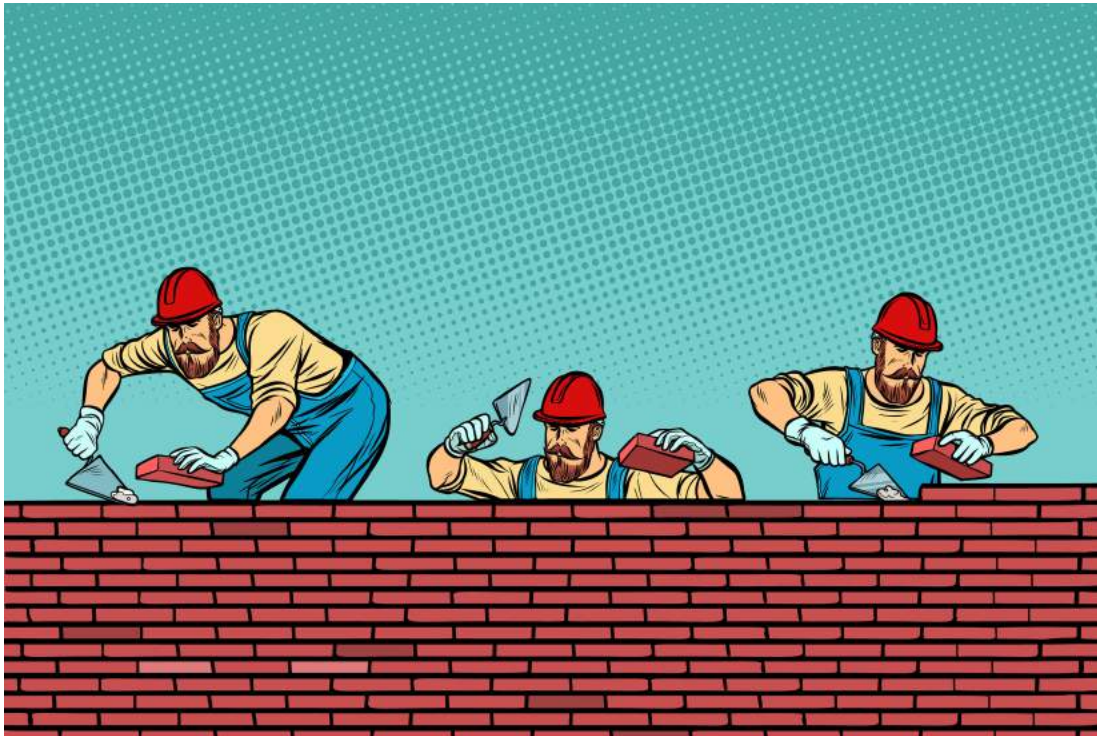


At the same time as creating this guide, I've been working on a massive product that takes everything in this guide to the next level; it took me two weeks to take over sixty-eight videos from idea to completion. I completed a flagship course that fast in order to demonstrate what's possible; in the same way that I can make a big product in one to two weeks, I can make a product this size in a single day.

I do this so that you can believe through experience. Does it feel like I spent a long time strategizing and preparing this content? I'm already an expert at product creation, so the outline phase was less than thirty minutes.

If you need a lot of research, complete that first, but something tells me you already have a topic for your product mastered. You're already blogging, writing, teaching, and studying it. You know enough to avoid a huge research phase for your first product.

Don't think about ways you can cut corners to make money quickly – think about earning the sale and providing value through each step of this funnel. You are building a business, and if you set it up like a business from the beginning, you avoid future problems down the road. And that leads me to my first point about building your website.



It doesn't take a long time. Not only am I creating this in a single session, but as soon as I finish this recording, I'm going to switch and start recording my entire **Product Creation Blueprint**. If you grab that course (and you absolutely should – it's the best way you could ever spend \$7), you'll see a blueprint designed within a website.

You would never think it's something that came from dictation, but it did.



PRODUCT CREATION MYTH #6

PRODUCTS EXIST IN ISOLATION

“This myth is that you can launch your product, ignoring the rest of your business, to answer a specific problem your audience has.”

This is very likely a mistake you made if you've already released a product. Every business should start with a pyramid. When I have a coaching client, this is the first thing I say: “Let's design every product you're going to sell over the next two to five years, so we know where your business is and where it's going.”

I've already completed my master course on product creation, called **Courses for Profits**. It's already out and selling on the webinar circuit. It's higher up the pyramid, and yet it's a natural evolution from this free gift. Think about that process. I have a giant course that's going to be released to the world soon. You are at the beginning of the pyramid leading to that epic course.



As you can see, there's a method to the madness. Each product gets a little bigger, a little more expensive, and solves a larger problem. As you create your products, think about getting someone to buy every single thing you create. There should be a logic to your system.

When I first began creating Serve No Master, two different Facebook ads experts looked at my products and said, “You're an idiot. You should only make products on authorship. You should only make fifty products that you can sell to people who want to be authors.”

They didn't see the method to what I create. I have an entire product suite that's built around my business model. I only create products on what I do. As you become part of my ecosystem, you'll see that I have a product called **Words to Profit Mastery**. That course is about how to make money fast by writing articles, blog posts, and e-books for clients.

That's my kickstart program. It is designed to help people make their first money online so they can then afford to buy my other products, and I do that because I still make money as a ghostwriter. It's an excellent way to generate revenue and the quickest way to allow someone to quit their job.

My thesis of online business is to first build an active revenue business, where you still sell time, but no longer have a boss. You can create a consulting business, sell a service, or anything else that lets you work from home. Once you control your schedule, you have the time you need to build long-term passive revenue streams.



This is why I do high-ticket ghostwriting and high-ticket product partnerships, and then build my own product suites and buy a whole lot of paid advertising every month. I teach people exactly what I do so they can build a replica of my business.

This is to demonstrate that you can do the exact same thing when you're creating your first product. It's not in isolation. It should be part of a plan. You should have an idea for what a product costs, how long it takes the

customer to consume, what they get, and what they'll be able to do at the end. As people pay more money, the products should answer a bigger problem, and you should offer higher levels of access to you.

This guide is a simple one-way street. You have a short PDF or audio that you can consume in less than an hour. It answers a simple but critical motivation problem. After reading this guide, you should have enough motivational energy to start building your first product.

The **Product Creation Blueprint** is designed to be consumed over a longer period of time, about four to six hours. You'll also notice that there's no video content in it. My blueprints never have videos in them. As products get more expensive, you start to see videos and get access to coaching and private, members-only higher-level Facebook groups.

Build your products with a plan. Replicate what I'm doing, and the exact same results will enter your life.

PRODUCT CREATION MYTH #7

A PRODUCT IS THE END OF THE STORY

“Every product you make should end with a call to action.”

When a person places the order, it's not the end of a journey; it's the beginning of a relationship.

As you begin to engage with my content and get to know me, you'll notice that some things are very important to me. I hope you realize that my business is a two-way street, and we can communicate.

If you reply to the email I just sent to you from Jonathan@ServeNoMaster.com, I will reply back within twenty-four hours. I check my email every day, first thing in the morning. There is no assistant filtering my emails – I answer every single message personally.

The best way to communicate with me is to join my Facebook group, **the Author and Entrepreneur Accelerator**. In the group, you will be surrounded by amazing people on the same journey as you. Every single day, I post a free training video, answer questions, share new tips, and now I'm starting to do a lot of Facebook Lives as well.

I give a ton of value in there, and more importantly, the group is very supportive. If you post a question, it's very unlikely that the first response will be from me. You're probably going to see a response from Shanna, who helps me manage the group, or from the other members all chomping at the bit to be the first ones to welcome you to the group and give you amazing feedback.

They want to help you, inspire you and support you. They're posting throughout the day while I'm taking care of my family, creating products like this, and working on other projects. They're at home on their computers, grinding away too, and when they see someone new asking a question or looking for feedback, they jump in and create a supportive environment.



That's the call to action that I want from you. Right now, I want nothing more than for you to join my tribe – to become a member of my Facebook group. This is not so that I can sell you more stuff – I don't need to. It's so that we can continue this relationship – so that when you have questions, you have a place where your questions get answered immediately. You don't have to wait a whole day for me to wake up and answer you.

When you ask a question in the Facebook group, I will often record a training video to walk you through that process. When someone uploads an e-book cover, and something is wrong with it, I'll record a video walking through the solution. It's much more valuable than an email reply because I can share it with the whole group. Your willingness to communicate with the group allows me to give everybody more value.

If you have seen enough value in this PDF, grab the Product Creation Blueprint. (Even if you haven't, it comes with a thirty-day money-back guarantee.) If your first product isn't what you wanted after thirty days, I'll give your money back. No problem, and no questions asked.

I want you to see that we're on the same journey. That's why I'm very honest with you about the interior workings of my funnels and my products so that you can see what's happening. I hate when I see someone else's product and know they're not showing the reality of how long something took, what their process was, or what things cost.

That's not the way I teach. Everything you see about me is real. The videos you see on my website are recorded in real places. I always say where they are – whether it's on my roof, my front yard, or a different location.

We've now reached the end of this journey, and I want to thank you for being a part of it with me. More than anything else, I hope that you've decided to join my Facebook group. As you're looking at going on your product creation journey, I also hope you'll decide to check out the Product Creation Blueprint. Both of them are designed to accelerate, transform, and revolutionize your life.

The cover of the "Product Creation Blueprint" book. It features a purple background with a grid pattern and various scientific and business icons. The title "PRODUCT CREATION BLUEPRINT" is written in large, bold, yellow letters at the top. Below the title, there is an illustration of a laboratory setup with a round-bottom flask on a stand, a test tube rack, and a smartphone. The book is shown at an angle, suggesting it's a physical copy.

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