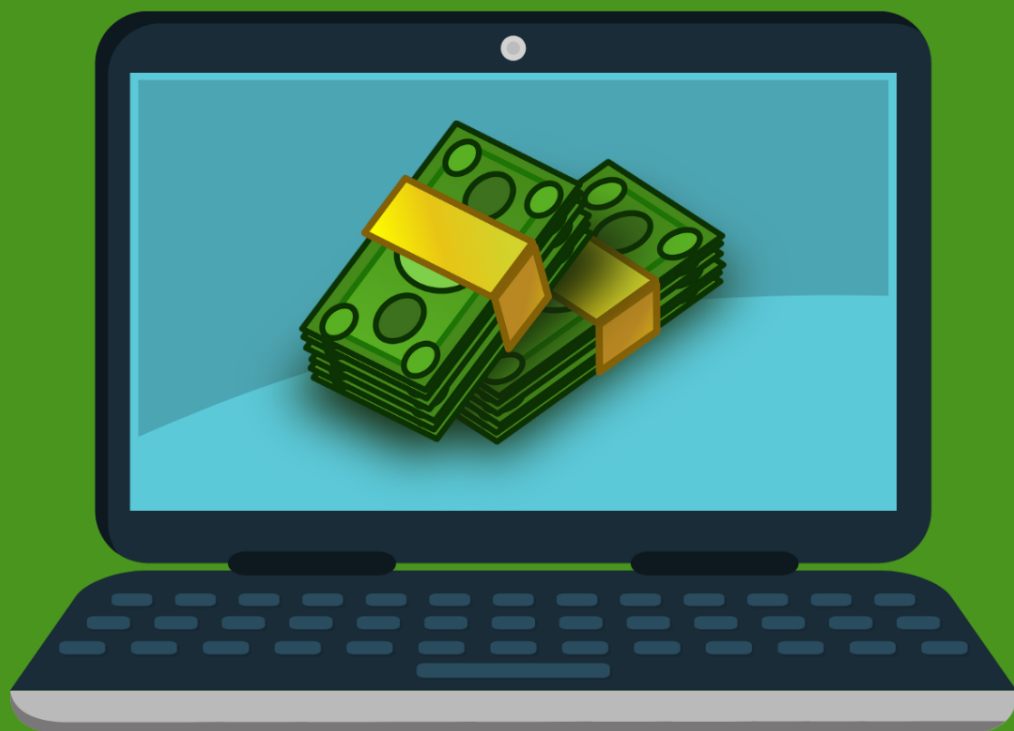


# Piggyback Profits

The No-Fail Method For Creating A Digital Training Course That Sells!



[Writecome.com](http://Writecome.com)

# Piggyback Profits

The no-fail method for creating a digital training course that sells!

By Barry J McDonald

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# Welcome

Welcome to 'Piggyback Profits' the no-fail method for creating profitable digital products! Whether you're an experienced entrepreneur or a small business owner looking to branch out into the digital world, this report is designed to provide you with the knowledge and tools you need to successfully create a digital product.

Creating a digital product can be rewarding and lucrative, but it's important to have a clear understanding of what's involved in the process. In this report, we'll be debunking common myths and misconceptions about digital product development, and providing practical tips and guidance on how to create a product that meets the needs of your customers and stands out in the market.

So, what exactly is a digital product?

A digital product is any product that is delivered and accessed electronically, rather than through a physical product. This can include products like ebooks, online courses, software tools, and more. One of the benefits of digital products is that they can be easily replicated and distributed, which means you can reach a wide audience with minimal overhead costs. - A bookstore needs warehouse space to store its products, the equivalent in digital form can be carried around on a USB stick and doesn't require staff to sell them.

However, creating a digital product is not as simple as just putting an idea online and hoping for the best. In this report, we'll be covering all the essential elements of digital product development, from coming up with ideas to creating your digital product.

By the end of this report, you should have a solid understanding of what it takes to create a successful digital product. We'll be providing plenty of examples and case studies to illustrate the concepts we cover, and we'll be sharing our own experiences and insights to help guide you on your own digital product journey.

So, let's get started!

In the next chapter, we'll be discussing some of the most common myths and misconceptions about digital product development, and separating fact from fiction. We'll be covering topics like the level of technical expertise required,

the ease of creating a digital product, and the other common myths that stop people in their tracks. - Once you get these out of the way there'll be no stopping you.

# Separating Myth from Reality in the World of Digital Products

Whether you're a tech-savvy entrepreneur or a small business owner looking to branch out into the digital world, it's important to have a clear understanding of what's involved in creating and selling a digital product.

In this chapter, we'll be debunking some common myths and misconceptions that people often have about the process. By the end, you should have a better understanding of what it takes to create a successful digital product and be equipped to make informed decisions about your own product development journey.

## **Myth: You Need To Be A Tech Expert To Create A Digital Product**

Fact: You don't necessarily need to be a tech expert to create a digital product. While having technical skills can be helpful, there are many tools and resources available that make it easier to create a digital product without having a lot of technical knowledge. - Once you've gone through this report, you'll see that that isn't the case.

## **Myth: Digital Products Are Only For Tech Companies**

Fact: Digital products can be created by anyone, regardless of their industry or background. From ebooks to online courses to software, there are many different types of digital products that can be created and sold. - You'll find digital products for brewing beer, keeping bees, training dogs and just about anything else you can think of.

## **Myth: You Need A Big Budget To Create A Digital Product**

Fact: While a larger budget can certainly make the process easier, it's possible to create a digital product on a smaller budget as well. It may require more effort and creativity, but it is possible. - And inside this report, you'll discover some very creative and cheap ways you'll be able to create them.

## **Myth: Digital Products Are Not Tangible, So They Are Not As Valuable**

Fact: While digital products may not have a physical presence, they can still be very valuable to customers. For example, an online course or software tool can provide valuable skills or information that can be used indefinitely. - Whether we learn a new skill from a physical book or digital ebook, the knowledge is just as valuable.

## **Myth: Digital Products Are Only For Young People**

Fact: While younger people may be more likely to use digital products, there is no age limit to who can create or use them. Digital products can be relevant and valuable to people of all ages. - They can also be made by people of all ages... so don't think this is a young person's game because it's not.

## **Myth: Digital Products Are Not As Personal As Physical Products**

Fact: Digital products can be just as personal as physical products, especially when they are tailored to an individual's needs or preferences. For example, a personalised online coaching program could be very personal and impactful for the customer. It only takes a couple of tweaks to make a digital course more personal to an audience. A physical book on the other hand needs to be written and republished before it can do that. - Of the two, digital products are more often more personal than physical products.

There are many myths and misconceptions about creating digital products that can hold people back from pursuing their ideas. And unfortunately, too many people give up thinking that it's too hard, too expensive, not for their business, or that it's a young person's game and so never start.

However, as we've seen, it is possible to create a successful digital product with the right approach and resources and that's what we'll look at in the rest of this report.

In the upcoming sections, you'll discover 5 methods you can use to create a successful digital training course. - But before we get there, I want to tell you a tale about how a hairdryer saved Christmas and what you can learn from this lesson.

# How A Hairdryer Saved Christmas

Have you ever had one of those moments where the worst thing happens at the worst time? Well, that happened to me a few years ago. I was all set to relax and watch TV and movies over Christmas, but my TV had other plans. No matter how many times I clicked the remote, it just wouldn't work. I was so frustrated at the thought of having to buy a new TV before Christmas, I did what I think most of us do as a last resort: I Googled it.

After scrolling through some videos that told me the TV was probably beyond repair, I found a guy on YouTube who showed how to fix it with just a hairdryer and a piece of cardboard. It seemed pretty silly, but I figured I had nothing to lose, so I gave it a try.

And you know what? It worked! - Ten minutes later, my TV was back up and running, thanks to a little hot air and some cardboard.

Now, you might be wondering what this has to do with anything. Well, here's the lesson: I didn't check to see if the guy on YouTube was a TV expert or if he had any credentials. All I cared about was finding a solution to my problem, and that's all your audience wants too.

They don't care about your degrees or how long you've been in business. They just want their problem gone for good. So, don't worry about impressing them with your qualifications - just focus on solving their problem and they'll be happy

# The Piggyback Method

In this section you're going to discover 5 ways you can use other people's content, effort, and products, to make a digital product of your own.

Now, you may have some doubts about this. - Like isn't that illegal, immoral, or just not the done thing?

On the surface, yes it probably does. But we're not going down the route of robbing anyone else's work and putting our name on it. We're going to borrow it.

The benefits of borrowing other people's content, effort, and products are...

- You already have something to work with. - So you're not staring at a blank screen and wondering what to make.
- If it's popular, and getting shares, likes, and views, then it's something your audience is looking for. - So you won't have to guess what people are looking for.
- You can bypass the length of time it takes to be seen as an expert. - So even if you're a complete beginner your audience won't know it because of the digital courses you create.
- And in some cases, the people you're borrowing from will send their audience to you too, because you're helping them with their business.

Sounds good? - Still maybe a little confused?

Keep reading, because you are about to discover some big a-ha moments. :) )



# Piggyback Method 1 - Using Other People's Research

While this method isn't exactly using someone else's product, it is using something that you don't own or control.

What is it? - It's using someone else's blog, site, or content.

Now, before we go any further, I'm not saying that you hit 'Ctrl + C' and copy the complete content of a blog and put it in a PDF document and then sell it. - *Although there are more than a few that would do that.*

No, what I'm talking about is using the research that that person has put in on their site and piggybacking off of it.

So, if you find a popular blog that mentions ten sites that are great for creating social media content, another site that mentions a free way to automate social media images, and finally another one that shows how to resize all that content in one go, then you've got a money-making product on your hands.

Who wouldn't want to know how to create, resize, and possibly automate all that content for free on their social media platforms? - I know I would.

## Your Action Plan

While the content on the site may be useful, it's not the site's content you're looking for, instead what you're looking for are the websites, resources, and links that take you to those places. - Those are more valuable.

- Once you arrive there, you can create your own screen grab 'step by step' process.
- A summary of what each site does in your own words and from your own experience using it.
- Or simply add the website links and create a list-style PDF handout ( eg. 20 Social Media Sites You Should Know About) that you could sell or give away.

## Using someone else's research, you can create...

- A PDF with screen grab images.
- A video training course on how to use the site, software, or resource
- A simple shopping list printout. .

And all products you can sell with your own unique voice or spin to it.

Sounds difficult? - It's probably one of the easiest digital products you'll ever create. - This technique alone could have you up and selling by the end of the week.

And the larger the resource pool you put together, the more helpful it's going to be to your buyers and the less chance you'll have of creating a product that looks like anyone else's.

## How I Would Do It

One website I love to drop by from time to time is <https://listoffreeware.com/>. Not only do the owners put in the hard work of hunting down all the best freeware software, but they kindly put them into any easy-to-search database for you.

Today, as I'm looking at the site, they've got a lot of 'Coronavirus' themed software and tools that they've listed on the front page of their site. If I had the time and interest in doing it, I would take note of every resource and do any of the things I've discussed earlier.

I could easily write up a quick ebook, using links, screen grabs, and summaries on each link, or just list that information on one page (create a PDF document) and then sell it on my site, social media, or wherever I want to go with it.

## Tools You'll Need

Time, and some screengrab software and that's it. - The one I use is ['Ashampoo Snap 11'](#), which you can pick up at the Ashampoo site here.

## Piggyback Method 2 - Using Other People's Software

While this might seem like something you can't do, I can personally vouch that I've used this method to make more than a few payments go into my PayPal account.

But before we get that far, let's back it up a bit. - How is it possible to make money from other people's software?

Well for one, you've got software tutorials. Ever heard of 'The Dummy Guidebooks'?

Now, let me ask you.....

- Have you ever bought a piece of software, gotten a manual with it, and you just can't make sense of it?
- Or maybe it's so complicated that you give up reading it after the first ten pages?
- Or maybe you only want to know one function of the software and you've got to search through 600 pages to find it.

Ever been there? - You take the expensive digital camera home, look at the manual that's included with it, and it puts you off before you even take your first picture.

Or if you do have a problem, there's a good chance you'll head over to YouTube.com to find a solution to the problem you're having.

We've all been there, right? And that's where you step in with your training solution.

It's not the 'Complete Guide To Photoshop' with a thousand pages in it...it's the '10 Functions Every Photoshop User Needs To Know' thirty-page ebook that can be read in half an hour.

You see, what people want are 'Baby step tutorials' or 'Give me the basics so that I'm up and running in 10 minutes' guidebooks.

That's why you're reading this report, right?

I could have strung this out over a three-hour video lesson filled with fluff, but I'd imagine you'd be much happier to get through this quick read and be up and running in a fraction of the time.

So do the people you want to help.

## Your Action Plan

Firstly you've got to find some type of software that,

- A - you already know how to use
- B - would enjoy learning to use.

The reason is, if you're not a fan of something like Photoshop, you're never going to stick with it long enough to make something that's not only useful but fun for you.

Most of us have worked in jobs solely for the money and hate every day of it. - Now's not the time to keep up that habit.

As the great Dan Meredith would say, 'It's all about fun and profits.' - We're looking to help people, have fun, and make money too.

*Hint - I wouldn't have spent hours writing this report and making it all nice and tidy if I didn't enjoy this. So, I want the same for you too.*

Now back to the software. - What should you look for?

Well, for me, it's always having that feeling of 'Wow, that's really clever.' - 'That's going to save me time.' - 'I didn't know you could do that' - as I'm either using a piece of software or watching a random YouTube video. - That's where everything starts for me.

You might be different, but if something surprises you, or makes you want to run off and try it out, that's a really good place to start.

Again, there's nothing worse than working on something you've no love for.

## What I Would Do

In my case, this is something I already did and made money from, but I'll walk you through the process.

As I mentioned before, if you come across something that makes your life easier or more productive then you're off to a good start. - Again, follow the 'that's amazing' thought you have when you see something in action.

In my own case, it was a Google Chrome extension called 'Keywords Everywhere.'

Once you added this plugin to Chrome (it was free at the time), you could instantly see how many searches were being done for a search term on Google.

This honestly blew me away. As someone that paid a small fortune for keyword tools, and then had to wait for them to load up. The fact that this was free (at the time) and gave results in seconds and on any platform was amazing to me.

And so the thought went through my head, I'm sure others would love to know about this. And if I can show them how to do keyword research for free I'm sure they'd love it...especially beginners starting off.

At this point, I could have simply emailed the link to my list and gone on my merry way.

But would they use it? And did they know how to use it properly? - It might get added to Chrome and left there not taken advantage of.

And what if they bought a keyword tool for hundreds of dollars and didn't know there was an easier and cheaper option out there?

Would I be helping them by just giving them a link? - No.

That thought led me to create a video course built solely around the 'Keywords Everywhere' extension which I called... 'Keyword Research For Beginners.'

In the course, through a series of screen capture videos, I showed the baby steps of adding the plugin, using the plugin to do keyword research on Amazon and Etsy, and also dropped in do's and don'ts and other advice on doing keyword research.

Nothing complicated, five videos if I can remember, and around an hour in total. - And that was it.

That 'free' plugin became a \$27 video course. And all from a piece of software, I didn't own. And no one got ripped off in the process.

I helped my list save money and learn a money-making skill, and I also sent potential customers to the creators of Keywords Everywhere. - And all I was was the middleman.

Does any of that sound complicated? Or beyond your ability?

Think you couldn't record your desktop, make a series of videos explaining what you're doing? - You're more than qualified to do it.

## **Tool You'll Need**

A USB microphone ([which you can pick up cheap on Amazon here](#)) and screen capture software. The one I recommend and use is Screencast O Matic which [you can find here](#).

# Piggyback Method 3 - Giving Away Other People's Content And Products

Now, before I go further, this may be a little ahead of where you are right now, but it's worth keeping this idea in mind.

There's nothing stopping you giving away other people's products with your own to make more sales.

How? As an added bonus. - I don't know what you're like when it comes to buying products online, but when the owner piles on a long list of bonus items it does make the main offer more inviting.

How do you do it? Well, we've got a couple of routes that you can go down...

- You can contact writers who are already giving their content away on free ebook sites like [www.free-ebooks.net/](http://www.free-ebooks.net/) and ask if they would be willing to allow you to give a free copy to your customers. - I once asked Joe Vitale if it was OK to give a copy of one of his books to my customers. He not only did, but gave me the updated version of it. So never be afraid of asking.
- You could use content that's already written on article directories like <https://ezinearticles.com> and repackage the best of it into your own PDF.
- You could browse sites like [www.Download.com](http://www.Download.com) or [www.ListOfFreeware.com](http://www.ListOfFreeware.com) for free software that would complement your offer. - Either as a PDF with links, or as a direct download from your own site.

## Your Action Plan

Depending on which route you want to go down, what you can do next may vary. But there are some things you need to keep in mind....

- The quality has to be good. - The owner has to get full credit for the work they've created. Speaking from my own experience, there's nothing worse than having someone steal your content and even worse

putting their own PayPal button on it. - So what we're going to do is give full credit and make it a win-win for everyone.

Your first port of call, if you want to give away PDF types of bonuses with your main offer, would be to use a site like EzineArticles.com. There you'll find lot's on content that's free to use (giving the author credit of course) that you can combine and repackage to suit your needs. How much you want to combine is totally up to you.

You could create a one page PDF document from one well-written article, to an even longer one combining ten articles or even more on a general theme. All of which complement your main offer.

## **What I Would Do**

Again, this was something I used to bulk up a product I was selling in the past.

Long before I got started on the path I'm on right now with WriteCome.com, I, like many, jumped from one online business type to another. - One of those was selling a public domain book on breathing techniques.

I'll be the first to admit, I knew very little about breathing techniques back then. Still don't as a matter of fact, but I knew that a book that came from the public domain wasn't quite unique enough.

And with me charging \$17 for it, well I knew I had to make it something that couldn't be bought anywhere else. I needed to make it more of a package.

The thing that made the offer unique was the fact that I was giving away a free copy of subliminal software with each copy. - If you don't know, that's software that flashes positive messages on your screen for a fraction of a second, over and over again.

Doing a Google search at the time I found that that type of software would set you back at least sixty bucks if not more. The one I was giving away was one I found on Download.com that was totally free with no restrictions.

I don't know about you, but the fact that you could get a free piece of software and a book on breathing techniques for \$17 seemed like a bargain. - Even if it was a public domain book. And it sold that way too. : )



# Piggyback Method 4 - Creating Digital Products With Other People's Software

This idea is a little bit of a grey area, and I know if any software creators come upon this report I'll probably get a shed load of hate mail, but here goes.

So what is this idea? It's using other people's software to create content you can sell to a third party. - I'm sure you can see now why the hate mail might come my way, right? :)

## Your Action Plan

Before I start, this is a buyer beware warning. I don't want anyone to think I'm giving them full and legal use to do whatever you want to do. So pay close attention to the terms and conditions to any paid products. - *Like you, I don't want to see my butt being dragged into court any time soon. :)*

With that out of the way, there's probably nothing stopping you going to a site like <https://listoffreeware.com/> picking up a collection of related free software and creating content that can be turned into digital products.

I once had a list of people that were crazy about creating low content puzzle books. So I found two free pieces of software that could - create maze page images - and then convert them into the right size and format. - An hour later I had 300 maze images created that I could sell. - And let me tell you, they sold very well! :)

You could, before selling said content, dress it up with unique images, create holiday themes, or offer it in different formats so that your content doesn't look like anyone else's and has your unique stamp on it.

## What I Would Do

Like I said before, I'm not giving anyone permission to do what they want to. Respect other people's sites and software. - And if you're not sure, simply ask.

In my own case, I've used this technique multiple times to create digital packages. I'm not going to name the software I've used. Both to protect myself, and well, I have to keep some secrets to myself. :)

But if I was looking to create a keyword and content package on a particular topic that I could sell to bloggers and content creators I'd do the following...

- Go to a site like [www.AnswerThePublic.com](http://www.AnswerThePublic.com) and put my main keyword in the search box (right now, everyone's talking about coronavirus so I'd use that) and see what questions people were asking on that topic. Once that was done I could download the list of questions as a CSV file. Tidy that up, and that's product one. - That's a blog topic idea generator file for bloggers.
- For my next step, I could do some keyword research, either with my own keyword tool, or a Chrome plugin like Seo Stack , and build a huge exhaustive list of coronavirus keywords.
- Next, I could use my Keywords Everywhere Chrome extension tool. Find the monthly search volume, and related keywords for each term, and put them all in a CSV file. - That's product two.
- Next I could use a site like <http://sonar-tool.com/> and find what physical products are selling on Amazon for the keyword 'coronavirus' and then list them all as possible products that affiliates could use to monetize the content. - That's product three.

So you see, going from nothing and using other people's tools, I've created a package of products that I can either sell to my own followers, or take to a site like WarriorPlus and sell it there.

Is it impossible to do?

Is anyone ever going to know where you got all your data from? - Nope.

Can anyone do this? Of course. But not everyone has the knowledge you have, or time to do all of that work themselves. - And you riding in on your white horse with a ready made research package is the ideal item for those people. And all from using other people's products.

# Piggyback Method 5 - Creating Digital Products From Alternatives To Other People's Software

Now that title might make you think that I want you to clone a piece of software and claim that it's yours, I'm not. - What I'm talking about is copying the functions that a piece of software does.

For example, if there's an expensive piece of software that automates multiple social media accounts, could you go off and find a cheaper alternative and make money from doing it? - What might surprise you is that there are a lot of free alternatives to paid software.

You usually don't hear about them because marketers and affiliates don't make money advertising them. - *And who can blame them, we've all got bills that need to be paid.*

You'll also find that free software doesn't give you as many options as paid ones, but sometimes it's easy to combine two or three of these together to give you all the same functions.

I may have lost you at this point, and you're wondering why you should go chasing off after free software? - Well, like I revealed earlier in this report, there's nothing stopping you from creating lists, or training courses that people would gladly pay you for.

How do I know? - Because I've done it myself and been paid handsomely for doing it.

## Your Action Plan

Like I wrote before, if you can leverage someone else's effort, use it. So your best option for finding free software, or even lower cost software, is to use sites like ListOfFreeware.com or Download.com and use their research to find the software you need.

If that doesn't work, another route you can use is sites like <https://alternativeto.net/> to find related software to the one you're looking for. - You can toggle the search options to freeware to find free options.

If that doesn't work, Google can also be your best friend. You can do a search using words like 'alternative to' or 'similar to' to see if anyone else has done that research for you.

And finally, the site <https://www.similarweb.com/> allows you to do searches on websites to find their competitors. Which can also help you uncover more gems you didn't know existed online.

Then it's up to you to make your product.

## What I Would Do

If you've been around me for long, you'll know that I usually always created products based around free software.

Two of these were my '[Children's Picture Book](#)' course, where I showed authors how to create their own amazing book illustrations, and '[Author Social Media Automation](#),' which explains basically what it is.

First, I purchased a piece of software ( I can't honestly remember the name of...it's been so long ago) that allowed you to create images by working with characters and backgrounds and then layering them up to make a finished picture.

After using it for only a few minutes, I realised that it was very similar to a free alternative....Canva.

In the second example, I knew if authors were anything like I was, they wanted the ability to get more content out on social media, but they didn't know how to do it, or they didn't have the funds.

Looking for a free alternative that anyone could use, led me to <https://ifttt.com/> . A wonderful website that allows you to link all your social media platforms together for free, and does it all on autopilot. - Who wouldn't want that right?

A few videos later, and that course was up and for sale. - Nothing complicated, and all from either knowing where to look, or going to Google and wearing down some digital shoe leather.

Easy, right? And something you're well able to do.

# What To Do Right Now

1 - Come up with a list of what you know, what you like doing, and look for an audience in that niche.

2 - What problems or questions are these people asking? - You can either go to Google, YouTube, or a site like [www.Quora.com](http://www.Quora.com) and find out people are having problems with.

3 - How can you help them answer that question, get rid of that problem? Or can you find a simpler cheaper alternative that they don't know about?

4 - How can you give them that information in a format that suits you? If you like to write, write and provide screen shots and illustrations. If you like video, create a series of videos recording your desktop as you explain the process.

5 - Rinse and repeat. - As your audience grows they're always going to need more help, they'll always have new questions, they'll always need new techniques, they'll always be looking to do things faster, better, and cheaper. - And that's where you step in.

6 - Take action on what you've learned. - It's worked for me, and I know it'll work for you too.

# Finally

Is all the content in this report too difficult to do, or beyond you? - It's not.

I'm sure by now you're either nodding your head in agreement, or slapping your forehead Homer Simpson style at why you haven't done all this before.

But there's probably a good reason for that.

Most of us, like I used to, think that you have to have great knowledge or be an expert if you want to create your own money making product, you don't.

It's all out there waiting for you to either switch on some screen capture software, or put it all together nice and neat in a document. - That's it.

You still might have some doubts that because something's free, or anyone else can find it online themselves, that it's not right to collect money for it. - It is. If you can help people save money, be more productive, or finally understand a process, then you deserve to be paid for that service.

- For those of you that really get that, this report may be the best investment you ever made.
- For those of you that don't, there will be a time in the future where you'll remember that point and wish you'd learned it sooner.

I know it took me the longest time to overcome my 'I haven't anything to give' lie I'd been telling myself. Or the 'I'm not an expert, no one will buy anything I make.'

That's a lie you're telling yourself. - And in times like these, that's a lie that's costing you another income you could be creating for yourself and your family right now.

And if you're looking for permission from some nameless, faceless person/group you've conjured up in your head, I'm giving it to you right now.

You're good enough..... And right now you ...'know'.....enough.....it's up to you to go make it.

There are people out there who are being ripped off, misled, and duped into thinking there's only an expensive or complicated way of doing things.

And that's going to continue to happen because you're staying small.

That greatest thing you can ever hear is that you've made a difference in someone's life. - That's an amazing feeling. And I hope I delivered that in this short report.

Now go out there and make a difference.



Barry J McDonald