



Three Easy Ways to Create Products Fast Episode 158

This is Mike Stelzner from Social Media Examiner and you're listening to the Ray Edwards Show.

You need products and many people who are listening to this show are creating information, teaching or training products and lots of folks struggle with getting their online business rolling, because they never get around to creating their product. It's the most basic thing in the world. I often ask people, who aren't making the kind of money they want to make, where can I go on the web and find a button I can press to give you money because you have a product for sale? A lot of times the answer is nowhere, because I haven't gotten around to creating my product yet.

People think it has to be hard or take a long time to create products, and I'm here to tell you that I don't think either of those things are even remotely true. In fact, I think creating products can be one of the easiest things in the world and today I will share three easy ways you can create your own products fast.

Also coming up we'll talk about how you can receive from God, and it's easier than you think. Plus, [I have a tip of the week that I'm not even going to wait for I'm just going to do it now.](#)

Tip of the Week

I'm excited about this tip of the week, even though it's not a new idea. You've heard me talk about it before. You've heard other people talk about it before and maybe you already do this, but you're probably not doing it with all of the power it contains unpacked.

What am I talking about? I'm talking about how you can read an extra book every single month, maybe more than one. I'm talking about audio books. I use [Audible.com](https://www.audible.com) to read an extra book a month at least, and some months I read two extra books. Think about that. That would mean 24 books a year and that's more books than most people read in two or three years. So the potential this has to raise the level of your thinking to expand the horizons of your imagination and knowledge, the potential is unfathomable.

Yet, it's easily accessible to anybody and it's dirt cheap when you think about it. So here are three reasons why I say reading an Audible.com book every month, at least one, is a good idea.

1. It makes use of what Tony Robbins calls net time (no extra time).

This means you're probably already doing some activity during which you could listen to an audio book and it would take no extra time for you to read this extra book or two a month.

2. It keeps your mind engaged when it would otherwise be idle.

If you have a long commute, for instance, or if you're listening to Audible books while you're exercising or walking, or doing some other activity that doesn't really engage your mind, then it

causes your brain to have to exercise, think and imagine or examine concepts and ideas, to evaluate statements and questions that are being put forth in the book that you're listening to. IT makes you think.

3. You read an extra 12 books this year or if like me you listen to your books at double speed you can actually read an extra 24 books a year, which is more than most people will read in two or three years and for some, even more than they will read in a lifetime.

In fact I don't know if you knew this or not, but statistics show that most people basically stop reading anything once they graduate from school. This is a way to keep your education level high for the rest of your life, probably without even carving any extra time out of your schedule. I seriously urge you to give this a try. Go to Audible or some other source for audio books and start listening to them when you walk, exercise, when you're commuting or driving and recoup that net time and see if it doesn't make an enormous difference in your life, because I believe that it will.

Spiritual Foundations

I think often, we believe that to receive success or prosperity or blessing from God requires some work on our part and whether what you're praying to the Lord about and asking him for is that He would bless your business endeavor or your job or whether he would act in restoring your marriage, your relationships or whether you need an intervention in your health, whatever it is you're asking God for, maybe it's just peace of mind so you can sleep better at night. You don't have to work to receive from God.

In fact, all you have to do is hold the correct belief. If you believe the right things you'll receive from the Lord. How do we do this? We know from the book of Romans 10:17 the Apostle Paul wrote, 'faith comes from hearing and hearing through the word of Christ.' So what is this word of Christ that we're supposed to hear? I have read many commentaries that talk about what this means and some say that it means the Bible in its entirety and some say that it means the words of Christ that He spoke in the New Testament, but let's see what the Bible says about hearing the word of Christ.

I love it when the Bible is its own commentary. I think it's the best way to evaluate what's said in the Bible is through the lens of the Bible itself. In the book of Mark chapter 5, we're walking along through the life of Jesus and it says, 'a great crowd followed him and thronged about him and there was a woman who had a discharge of blood for 12 years, and who had suffered much under many physicians. And had spent all that she had and was no better, but rather grew worse. She had heard the reports about Jesus and came up behind him in the crowd and touched his garment. For she said, if I touch even his garments I shall be made well. Immediately the flow of blood dried up and she felt in her body that she was healed of her disease.'

'Jesus, perceiving in himself that power had gone out from him, immediately turned about in the crowd and said who touched my garments? His disciples said to him, you see the crowd pressing around you and yet you say who touched me. He looked around to see who had done it, but the woman, knowing what had happened to her came in fear and trembling and fell down before him and told him the whole truth. He said to her, daughter, your faith has made you well. Go in peace and be healed of your disease.'

So here are five things worth noting from this passage that I think are really important.

1. This woman was violating Jewish law.

She was in public while she was unclean. She was bleeding and according to the Jewish law that made her unclean and she should not be in public. She touched the teacher. Definitely a no-no for a woman in that culture. She touched a man. Again, another violation of Jewish law. She did all this because she had heard about Jesus.

2. She tried many times already to be healed and in fact it says she suffered under many physicians.

Many people today who have tried to be relieved of some medical condition and probably understand what that means.

3. She had merely “heard the reports about Jesus” and she said, if I touch even his garments I will be made well.

She heard about Jesus. So she heard the word of Christ. So here’s a clue as to what it means in Romans when it says faith comes by hearing the word of Christ.

4. What did she hear about Jesus?

Undoubtedly she heard what everybody else was hearing, that this was the Messiah, the Son of God, wherever He went the blind could see, the deaf could hear, the lame were made to walk and He was bringing the kingdom of God to the earth. He was healing everyone that He came in contact with, everyone who came to Jesus to be healed was healed. There were no failures in his ministry of healing. That’s what she was hearing. She heard that Jesus heals people and He’s forgiving He’s not like the teachers of the law. He’s filled with grace, loves everyone and He’s willing to heal and He’s able to do it.

Are we hearing the same thing about Jesus or are we hearing that He doesn’t like certain people groups? That Jesus is against people who are different skin color, different religions, different lifestyles, is that what we’re focused on? Or, are we focused on what this woman heard about Jesus, in that He forgives everyone. He loves everyone and He heals at a moment’s notice, a touch or request. He is the healer.

5. Because of what she heard and the fact she believed it, she drew something from Jesus that others around him did not draw.

Notice the crowd was pressing in on him and when Jesus said who touched me? He was referring to who touched me in faith and received the power that comes through that touch? His disciples didn’t even know what He was talking about. They said Lord there’s a crowd all around you and you’re asking who touched you. In other words, they’re saying don’t be silly. They said this to Jesus. I always scratch my head in amazement at the disciples. I like to tell myself I’d do better but I wonder.

Because she heard the reports and because she believed it, she drew something from Jesus that others around him did not draw. So whatever we’re looking to receive from the Lord, whatever miraculous provision that we need from God, maybe a huge miracle maybe a small one, whatever it is, we need to hear the word of Christ. That He loves, He forgives, He cleanses and He heals and then we just receive from him and it’ll happen to us just as easily as it happened to that woman. We’ll be touched and we’ll receive what it was we came seeking.

Feature Presentation

I started this week's show by talking to you about creating products and how it's not difficult. It starts with a few core realizations.

- First of all, your attitude about how hard it is will help determine how hard it actually is to create products. Whether you believe that or not it's true.
- Not every product you make can or should be your magnum opus.

In fact, I would urge you to stop thinking about it this way. This is something that holds people up. I see this frequently with my students and readers, people I encounter at events, seminars and workshops who, they're working on a product they've been working on for years, months or a long period of time. They've been thinking about it continuously. They have this picture in their mind of perfection that this product is going to represent, that it has to be the definitive life's work that shows everyone their value, their worth, the depth of their knowledge, the level of quality that they bring to the table. It has to be perfect. It's their magnum opus, their crowning achievement or life's work.

If you think like that you're going to find it very difficult to create that product because every time you think you've got it figured out, the next day, the next week, the next month or even the next hour, you're going to think I completely realized that that should be the other way around. This should be changed. I should add this section and take this part away. My knowledge about this subject area has grown since I first wrote this outline it's now totally different.

You'll never be satisfied with your life's work if that's what you make every product you create into. So the first belief that I would challenge for you is that it's not difficult to make a product. I would challenge you to adopt that belief and I would also challenge you to adopt the belief that you don't need to make every product your life's work and in fact you probably should not.

If you're willing to accept those two beliefs or at least try them on for size, then I'll give you three ways you can create products fast once you've figured out that yes, your products need to be good but it's not the only product you're ever going to create, so it doesn't have to be perfect. You're always going to be able to create a new product that will supersede the old one. Now, I'm not endorsing creating things that are not good. I'm not endorsing you put garbage out in the marketplace just because you're able to get it finished.

What I am endorsing is making it good enough and realizing that it's good enough, and release it. Let people benefit from it and be blessed by it. Then move on and the next product you create will be better and so on and so on. Now, having all that in mind, here are three easy ways to create products fast.

1. Teach what you know.

This may sound obvious and maybe you've heard this before, but my point is you already know this stuff you don't need to do a lifetime worth of research and corroboration, just teach the things you already know. You might think the things you know aren't that glamorous, exciting or you're not sure anyone would even care. I know how to use Excel spreadsheets.

There are many people who have a business teaching people how to build spreadsheets and there's one person in particular who's featured in *The \$100 Startup*. I believe this individual was also recently mentioned in a video podcast on SocialTriggers.com. I think in an earlier podcast Derrick talked about this person who has a six figure business just teaching people how to use spreadsheets. I have clients and students, who teach people how to treat their cats and dogs at

home using homemade homeopathic healthy and organic dog and cat medicine recipes. I have colleagues who create products about how to deal with ADHD in your kids, how to have better relationships with your spouse, co-workers, etc.

There are so many things you can teach about that you already know. Perhaps you've been through a trial and you've learned something valuable through overcoming a terrible situation in life. Maybe you lost a job, you were downsized or you had the failure of a company or you survived a marital rough time and you recovered your marriage, healed and restored it and you can share with people how to go through that process. The things that we know are often things that we think are not that remarkable, and yet for others they are amazing.

An example of something less grandiose than the ideas I just related to you might be...

- You might be a person who learned to touch type as an adult. You didn't learn it in high school, but you learned a quick way of doing it as an adult and you have your own little system for how you learned to touch type. You could teach that to people.
- Maybe you're a person who knows how to keep your books clean and neat and in compliance using QuickBooks and you can show people tutorials about how to do that.
- Perhaps you know how to organize your clothing in a way that makes getting dressed in the morning fast and easy and always coordinated.

These might sound like minor laughable things, but for some people in the world this is just the information they're looking for. So you should definitely look at what it is you know that could be of value to others that you can teach.

Here's the key. It's something you know so you don't have to spend a lot of time going to research it or learn about it, because you already know it. How do you do it if you already know it? You can use audio, video or screen capture to teach, demonstrate or instruct people how to do this thing that you're so familiar with.

2. Report on what others know.

If you're not confident that you know something that is valuable, first I would challenge that belief. I believe you do know things that are valuable to others you just don't know it yet. Let's just say that you've decided you want to teach something you don't know all about yet or you don't feel you have enough credibility to teach, so report on what other people know. Do audio or video interviews with people who are experts or well respected authorities in the area of which you are wanting to sell products.

This is common in the how to make money online space, but I'm challenging you to think of something outside that space, because that's a very competitive market and it gets more competitive all the time. It happens to be the market in which I operate, so it may sound hypocritical to you and you're thinking I'm trying to keep you from competing with me but that's not it. Of course, if this is your area of expertise then I urge you to compete with me and excel beyond what I've excelled at.

What I'm trying to do is find a pathway for you that is the easiest possible pathway to the cash. If you want to teach, for instance, on the area of how to have a better memory. Maybe you feel like you don't have the world's best memory and you want to learn how and you would like to teach people as you go on this journey. Then just do interviews with experts in the area of memory and

in the area of building your mind and thinking ability. Find those experts by researching articles, books, the same materials you go to, to find information is the material you can use to find people to interview. Most people who have written a book are happy to do an interview because they want to promote their book and sell more copies.

Do an audio or video interview of authorities/experts in this area, get transcripts made and if you want to go all out, make summaries and checklists of what you learned from them. People will pay money for the convenience of a summary of the different research you've done. They will pay money for checklists and diagrams, infographics that make it easy to understand the material that you've already digested and studied for them on their behalf.

3. Curate the best teaching of the top experts.

This is different than interviewing them. You don't even have to come into contact with these experts if you don't feel so inclined to. There are many people who feel intimidated by trying to contact experts or who don't feel they're good at doing interviews. I would challenge you on that to say really, have you tried it? Do you know? It's not that hard. However, in case you feel that's you and you don't want to interview people or you don't want to pursue that, whatever your reasons are. You can simply collect, read, organize and synthesize the teaching of other top experts.

I'm not suggesting you steal from them. Don't quote their work verbatim or loosely reword the same work that they've done, but you give credit where credit is due and give proper accreditation and draw from a bunch of different sources and research. Look for what you want to teach, gather together all the materials you believe you need to be knowledgeable about the subject and you compile and synthesize that into your own complete summary of what's available in the best area of knowledge on that subject.

If you are careful to cite your sources and give proper links to their websites, proper reference to their books and materials, training videos, etc. Then not only do you develop a product that is more complete than anyone else's, because think about this. If you look at the top 5-10 experts on any given subject and you go to their books and find all the key components they teach about this area of knowledge, let's say starting a small business and you read the top 10 books on this topic. You'll find that all 10 of those books have certain commonalities. They have certain common points they make. You'll also find that each book has its own individual points that are good information that doesn't appear in any of the other books.

Then you take the common points that they all make and you compile those into a list. Then you take the unique individual points that each book makes and you add those to that list. Now you have all the common points and the best points of each book in your one big list that you're going to teach about, you're going to share all this information in one place. Plus, as you're reading and doing research, make note of the questions you had that nobody asked. Make note of the questions that are being asked by the marketplace, the customers of these individuals, those who buy the books and products and go to seminars.

Make note of what they want to know that nobody seems to be teaching or answering or fulfilling and add that to your list. Now you have a list that has everything the best books are teaching, all the individual points that each book makes that other books don't, plus all the holes in the material, all the parts that are missing. You find those answers and compile it all and you now have the most superior product on the market. You have everything the other books have. You have everything the individual books have that isn't located in their competitors. Plus you have all the missing pieces that you know the market is looking for.

This is not that hard to do. If you just assign it to yourself and give yourself a couple hours a day to work on this, you'll be surprised at how quickly you can create a unique, superior product in a fairly short period of time.

So, once you've compiled your products, how do you sell them? What's the quickest, fastest way to get them sold? You can use something like PayPal or [GumRoad.com](https://gumroad.com). These are two methods of taking payments online that don't require you to get a big merchant account or fill out some big credit application and you can start taking payments right away. It's very simple.

This is my point. Don't let the complexity you've built up in your mind about how to create and sell products, stop you from actually doing it, because it's not that complex. It could be as simple as you recording yourself on audio, going through 45 minutes of teaching something you already know about, putting that file on a web page and using GumRoad or PayPal to take payment and after people pay you have the link sent to them that tells them where to go download the product.

In summary, again the three easy ways to create products fast are...

1. Teach what you know.
2. Report on what others know.
3. Curate the best teaching of the top experts.

It's that simple. You could create a product from scratch in the next seven days and be selling it before the week is out.

What to Do Now

Here's my question for you... What's an easy product you could create in the next seven days and will you do it? I'd love it if you'd leave a comments, what you learned from this episode and hear more about the product you've created. Go to [RayEdwards.com/158](https://rayedwards.com/158).

Until next week, I pray that God continues to bless you and that He will do for you, more than you can ask or even possibly imagine.

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