

Digital Products: eBooks, Music, App's Stock Photography - Freedom Business Blueprint # 4

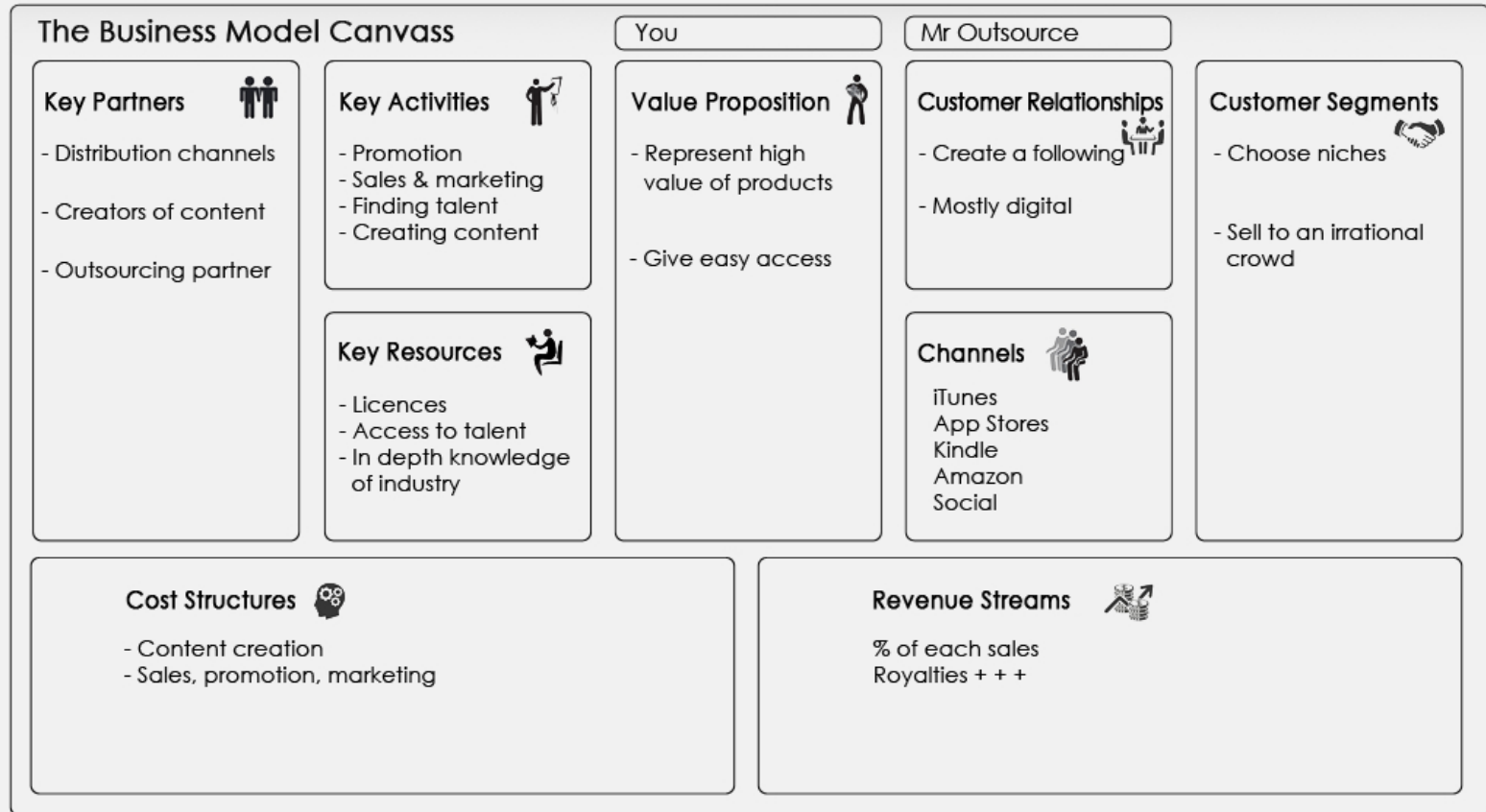
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Pro's

- Highly Scalable
- Little or no need for patents
- Many distribution channels
- Outsourceable
- Laptop business friendly

Con's

- Easily copied
- Lots of competition



Get Started

- Find somebody else's product that can license and resell
- Can you be the "promoter" or distributor for artists?
- Research on popularity using Google Keyword tool

Tips

- Find digital product that is unique with hungry crowd
- Sell something to a crowd that is irrational
- When something takes off keep your focus

Looking at the blueprint, your **Key Partners** are going to be the people who create the content, but also the distribution channels. If you're planning on acting as a distributor or promoter for other people's products, then unless you are going to set up and market your own e-commerce site you will need to be on good terms with existing distribution channels such as Amazon or iTunes. Your **Key Activities** will be around finding talent and creating content, and promotion, sales, and marketing. Your **Key Resources** are a knowledge of the industry you're working in, access to talented people who can create content, and, of course, licenses – without strong licensing agreements and the ability to get the talented people to sign them, you're not going anywhere.

Your **Value Proposition** is the quality of the content – this is the most important thing here, as obviously you need to be marketing something that people actually want to read, listen to, or download. On top of that, however, your other value proposition is easy access – people want to access things online very quickly and with the least amount of hassle, and the fewer barriers you can put between them and the product, the better. Your **Customer Segments** are, again, very dependent on exactly what you are selling, but as with all of these models, I encourage you to aim for a niche audience – it is much easier to get the attention of a well-targeted niche group rather than to make yourself a big name in more

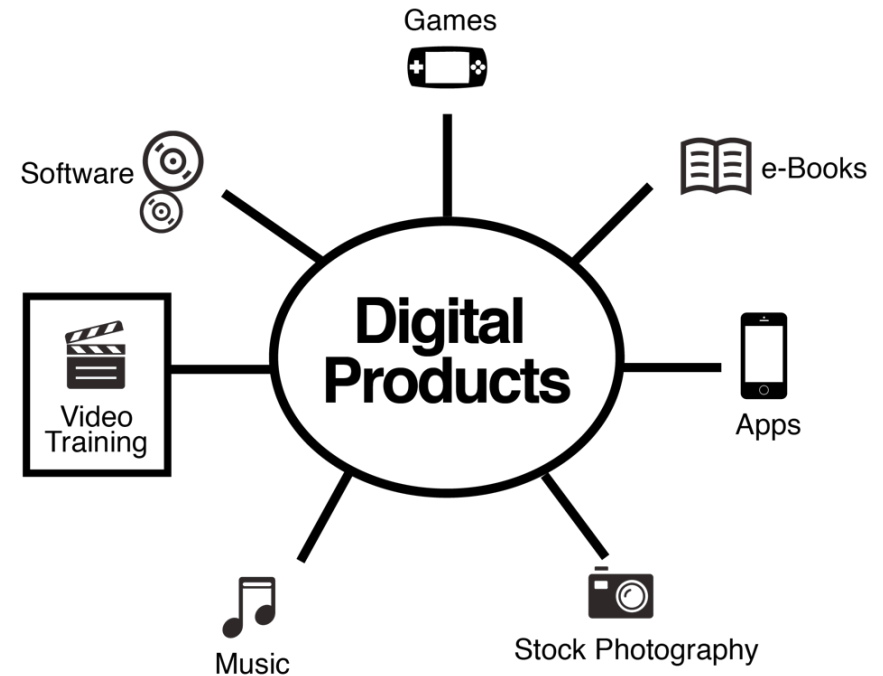
general fields. I would also encourage you to aim for customer segments that are almost irrationally passionate about their chosen topic – while this is obviously a much bigger example, think of Justin Bieber fans. Bieber's management have to do very little work at this point – his fans are so crazy that all they have to do is make the product continually available, and the fans will buy it. It will take a lot of work (or an enormous amount of luck) to reach that level, but that's the kind of thing I'm talking about when I say aim for an irrational audience. Your **Customer Relationships** are based around building up a following through marketing and social media promotion, similar to the information marketing model, except this time you're marketing someone else and their product rather than yourself and your expertise. As mentioned previously, your **Channels** are the various distribution networks for whatever product you're selling – Amazon, iTunes, Google Play, the Kindle store, and so on.

Your **Costs** in the business are limited initially to the creation of the content (which varies depending on what it is), and the marketing, promotions, and sales aspects. Your **Revenues**, quite simply, come from selling the product and taking a cut.

The pros of this model are that it's very laptop friendly, very scalable, and there's a huge number of distribution channels you can go through, thus easily increasing your visibility. A

lot of the work is also outsourceable, and there's usually only a need for one licensing agreement that can be tweaked for different clients. The cons are that it's a very easy business model for other people to start work on as well, which means the competition is high – you're going to need to have some real marketing skills if you're going to become big in this line of work.

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Source: (Bakke, 2013)
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