

**Create  
*Your*  
Portable  
Empire!**

**Pat O'Bryan**

# Create *Your* Portable Empire!



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# **Create *Your* Portable Empire!**

**Multiple Ways for Lazy People to  
Make Products—FAST!**

# Create *Your* Portable Empire!

July 14, 2007



My Portable Empire

Last night, I was a guest speaker in my first teleseminar. It didn't hurt a bit.

I was surprised.

I intensely dislike talking on the phone to any one person, so I assumed that talking on the phone to 200 people would be 200 times worse.

Nope! Of course, if ya gotta pop your teleseminar cherry, [Mark Joyner](#) (think Simpleology.com) is the guy to do it with. He made it easy and fun, and had a great group of people on the call. Thanks, Mark! I'll be doing more.

There were people on the call from all over the world. What they wanted to know was “how do you make a product quickly and easily?”

Because I've been making and marketing products online for a while now, sometimes I forget that most people don't know how. If you're attending my online University, then you know the answers.

If you've read my books, or have been reading my blog awhile, this is old news to you.

However, that teleseminar really brought home the reality to me that there are still lots of people stressing over product creation.

So, I'm going to quickly review some ways you can easily crank out your own products—fast.



Wouldn't you like to have the time to enjoy these New Mexico mountains?  
You can if you have your own Portable Empire!

## What is a product?

**A product is just a solution to a problem.**

The more that problem is “hurting” your potential customer, the more they want the solution.

If you can find an interesting problem that is shared by a lot of people, you're going to make money.

Once you've found the problem, all you have to do is solve it.

I'll suggest some easy ways to do that in just a minute.



Imagine cruising along near Taos, New Mexico...it's a nice spring day and you can stop for a picnic....

The way your life is right now, could you just take off and do that?

## How do I make my ebook?

Some people have made fortunes selling e-books. I've written several, and they're easy to make, easy to sell, free to deliver, and don't require any storage.

**The easiest way to make an e-book** is to write it out in Open Office ([openoffice.org](http://openoffice.org)) or Microsoft Word.

**Then, use the PDF creator** in Open Office (it's free!) to generate the PDF. Put it online and sell it.

I recommend ClickBank ([clickbank.com](http://clickbank.com)).

## How do I make my audio?

The biggest decision you have to make is what delivery platform to use to deliver your products.

**Audio products** can be delivered digitally. You can sell them through ClickBank, as well.

**You can charge more** for 'em if you actually create and deliver physical CDs.

I use a fulfillment house to burn the CDs, put 'em in cases, label the CDs and cases, put the product in a box and fill the box with those little styrofoam peanuts and ship 'em to my customers.

All for less than I could do it myself. To do your own DVDs, contact Daniel at [marketingmembers.com](http://marketingmembers.com).

## A third option is video.

Video has been veddy veddy good to me. :) I recommend it.

Once again, I'm not about to sit around burning DVDs. I just burn one master DVD and send it to Marketing Members. They handle the rest.

Today's issue is brought to you from Taos, NM. The church you see on the next page is San Francisco de Asis church, in Rancho de Taos. It's the most photographed church in the U.S. Everybody from Ansel Adams to your grade-school teacher to me has photographed it. It's an old Spanish mission, and it has a very cool vibe.

The rest of the pics in this first section are from the Taos pueblo. It's been continuously occupied for over 1,200 years. Nestled under Taos Mountain, and divided by a swift, clean stream, it's got a vibe, too. Very clean and peaceful. Just walking around the Pueblo charges up my batteries and clears my mind.



## You can do this, too!

Okay, so now you've found an interesting problem, and chosen a delivery platform.

**How do you actually make the product?**

**My favorite way is to let somebody else make it for me.**

I'm not talking about out-sourcing, although that's certainly a solution. Now pay attention here.

**I'm talking about getting someone else to solve the problem**, either by interviewing them in person, on the phone, through e-mail, or some other form of communication.



Since we're talking about delivery....

## The delivery platform you choose will dictate how you get the information.

For example, lately I've been having a lot of fun with video.

It's a fast, easy way to create products that have a high perceived value.

For the "*Secrets of Productivity*" DVD that I recently did with Dr. Joe Vitale, creating the product took about two hours, counting driving from my house to Joe's, setting up the camera, and then breaking down the gear and driving home.

It took about three hours to edit. So, for a total investment of five hours of my time and

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We enjoyed photographing one of New Mexico's most painted churches...

a couple of bucks for the video tape I had my master DVD, which I took by Daniel's shop.

[Bonnie Boots](#) did the graphics.

We've sold out. When you divide my share of the money by the hours it took me to make it, I'm one of the highest paid videographers on the planet.

See? I told you it was easy.

**You can make astounding video with an inexpensive camera and cheap software.**

My first videos were done with a little Sony camera (\$300) and Adobe Premier Pro editing software (\$75).

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...checked out the Taos Pueblo....  
Got wi-fi?

These days, I use a 3-chip Canon XL1S camera, Final Cut Pro software.

I edit on a huge Mac Pro tower with a stunning wide-angle screen.

That's overkill. I just like gear the way some guys like cars.

Later, after you've successfully marketed a few videos, go by the Apple store and let the kids show you what I'm talking about. If you're like me, gear-lust will overtake you and you'll find yourself putting skid marks on your credit card.

But, do NOT let the lack of gear stop you from making videos. For the kind of videos we're talking about, the information is the focus. You don't need George Lucas quality effects. Just do it.



Slide in to fine dining at Red's...

## Do your Audios the same way

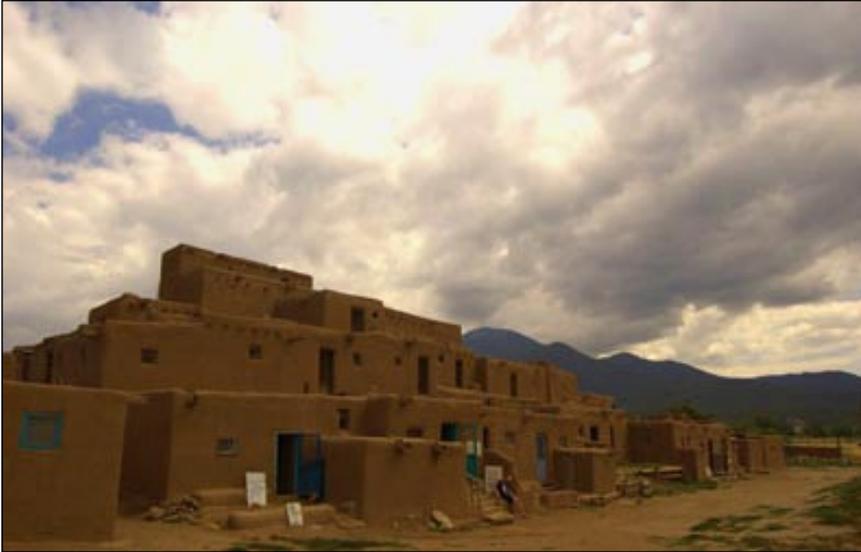
I've got a high-dollar audio program on my computer—the same one I use to make my CDs.

[You can record your teleseminars with a free bridge line, as well. The sound won't be as good as if you did it on your computer, but it still works.

Try [thebasementventures.com](http://thebasementventures.com), or you can use the audio, podcast and video features on [audioacrobat.com](http://audioacrobat.com) at 19.95 a month. - editor]

For editing, use Audacity—for both pcs and macs here: [audacity.sourceforge.net/](http://audacity.sourceforge.net/) — it's FREE! Go get it.

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...Taos pueblo....

Where else would you like to go? Build your online empire and go!

**When you've got the software** on your computer, a couple of microphones (I use MXL large-diaphragm condensers—about \$50 apiece) and some kind of innie-outie box (I use a Tascam US 122), and you're set.

I buy my music gear at [musiciansfriend.com](http://musiciansfriend.com) or at Guitar Center. If you've got a Guitar Center nearby, you'll probably enjoy the shopping experience. Since they're both owned by the same corporation, the prices are the same whether you buy online or go to the store in person.

**Once you've got the gear working for you, go find an expert.**

I'm lucky—I've got several major internet marketers within an hour's drive of my house.

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Santa Fe, the land of more than 6000 practicing professional artists!

I'm rich in experts. You may need to add a phone adapter to your recording rig and call experts on the phone.

**Don't forget that you're an expert, too.**

You don't have to know *everything* about a subject to be an expert on that subject.

**You just have to solve the specific problem your customer has.**

Do a little reading. A few internet searches. If you can snag an *acknowledged* expert, you might sell more product.

The delivery method most people use is e-books. They're easy to make and free to deliver.

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Essense of Santa Fe

There are lots of fun ways to get an e-book produced without cutting into your cocktail hour.

When Dr. Vitale and I did *The Myth of Passive Income*, [mythofpassiveincome.com](http://mythofpassiveincome.com) we just asked a bunch of experts to write a short chapter on their typical day, and how it related to making or receiving passive income.

We got 23 responses.

Joe wrote a chapter. I wrote a chapter.

Then I put all the chapters together.

That was the project where I learned how to make PDFs.

We sold a *lot* of those e-books.

## Interview an expert

and transcribe the interview into an e-book. In my book, *Your Portable Empire—How To Make Money Anywhere Doing What You Love*, three of the chapters are exclusively interviews with experts.

Here's the trick.

Invite them to put links in their chapter to drive the readers to their products.

Also encourage them to sell the e-book to their list.

It's a pretty attractive offer: they write a short chapter for a book that's going to be bundled with chapters from other marketers.

All the authors sell the book to their lists,



Santa Fe is known for its odd-balls...



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Do you *really* need to work like this?

which drives readers from ALL the lists to each author's sales pages.

Everybody wins, everybody's list gets bigger, everybody makes money—and you sit back and rake in half the cash for doing not much.

### Take advantage of mistakes!

Marketing Expert [Mark Joyner](#) had a very cool idea tonight in his teleseminar—you could do an e-book on the biggest mistakes you've made.

Or the biggest mistakes other people have made.

You could save somebody a pile of money by helping them NOT make those mistakes.

## Create *Your* Portable Empire!



The way I lived before, I never could have taken off with my honey!

Now I can, all because of my portable empire!



Want to go to Taos, New Mexico on a whim? Or Abiquiu to see the mountains Georgia O'Keefe painted?

I'm asking you: ***What are you waiting for?***

**Perhaps the easiest way of all** is to find a book in the public domain, scan it into Microsoft Word (or OpenOffice), turn it into a PDF, and sell it.

Public domain can be a little tricky, because the laws changed a lot through the years.

Tony Laidig has written an excellent book, called *The Public Domain Code*. If you're going to play in the public domain, get it.

**Let your mind play with these ideas—there are literally hundreds of ways to come up with products if you'll just let others do the work.**

**Now, go make something!**

# Pat O'Bryan Goodies

## Your Portable Empire University [here](#)

### The Myth of Passive Income [here](#)

Pat, Joe Vitale, and over 20 other major internet marketing superstars discuss how they make passive income every day, and how you can, too.

### The Milagro Home Run Package [here](#)

Five complete Milagro audio products. At \$97 for the whole package, this is a no brainer

### The Lost Art of Pelmanism [here](#)

Pat and Joe bring back a forgotten mind and life changing program.

### Listen and Grow Rich [here](#)

The audio version of Pat's famous *Think and Grow Rich Workbook*.

Download it to your Ipod, MP3 player, burn it to a CD or listen right on your computer.

The fastest, most effective way to get Napoleon Hill's millionaire mind into yours.

## Psychic Demand [here](#)

“I demand one-million dollars!” Another lost treasure, brought back from the mists of time.

## The Ultimate Success Hypnosis Program [here](#)

Very powerful mind-changing hypnosis program. Deep and immediate induction and affirmations by Dr. Joe Vitale. Original music.

## Influence 101 [here](#)

A detailed, thorough introduction to the psychology of influence and persuasion. This audio course is entertaining, and contains all the tricks and techniques you need to turn your writing and selling into a precise, targeted money-seeking missile.

## Ebook Problem Solver [here](#)

Pat’s famous interview with Joe Vitale on how to write, create and market ebooks. Joe was surprised at the questions Pat chose to ask—he focused on the problems a “newbie” would face, like:

How do you find the courage to actually write an ebook?

How do you turn it into a PDF file?

How do you find people to offer it to?



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