Create an audio information product

Find an expert who will agree to be interviewed.

1. Schedule the interview
2. Set up the recording. If you interview them using Skype, there is software available that will record the conversation and save the audio recording as an .mp3 file.
3. Create a list of questions and send a copy to your interviewee in advance so that they can be prepared.
4. Conduct the interview
5. Edit the recording
6. Upload the recording to your website
7. Write up some sales copy
8. Create download buttons
9. Send some traffic to your new information website