

5 in 1 PRODUCTS

5-in-1 Products Guide

**How to Create 5 Brand New Products in 3
Hours Using FREE Tools**

Jay Boyer & John S. Rhodes

Table of Contents

Introduction.....	4
The Goal	4
The Output: PowerPoint, MindMap, Video, Audio, & Report	5
The Rules: Quick and Free.....	6
The Strategy.....	7
The FREE Toolkit	8
The Instruction Manual.....	9
Step 1: Create the PowerPoint.....	10
Step 2: Create the MindMap.....	15
Quiet on the Set!	17
Step 3: Recording the Video.....	19
PC vs. Mac.....	19
Enter ActivePresenter	19
Let's Get Recording!	20
Step 4: Editing the Recording: PC.....	23
Step 3: Recording the Video: Mac	25
Calling all Mac Guys!.....	25
Step 4: Editing Video: Mac	28
Welcome to iMovie!	28
Hint.....	33
Step 5: Extracting Audio from the Video	34
**OPTIONAL STEP: Joining Your MP3 Files	36
Step 6: Converting Audio into Text	40
Step 7: Producing the Report.....	47

Adding Your Transcript Text to Your Report Document	47
Adding Images to Your Report	49
Stock Images.....	49
Getting Free Stock Images	49
Screenshots	51
Getting Screenshots.....	52
Adding Your Images to Your Report.....	53
Conclusion	56

Introduction

Hey gang...I'm very excited to welcome you to the world of info-product creation. John and I have earned over \$1.5 million dollars over the past 3 years using the very same "5-in-1 System" that you now hold in your virtual hands ;O)

This course is going to help guide you on your road to success by teaching you a whole new ultra-fast and low-cost approach to product creation. The tools and techniques I'm going to show you will give you everything you need to *turbo-charge your product creation process*.

As you'll see shortly, there's no fluff in here. Everything we're going to cover is extremely practical and easy to apply right away in your own business. And the icing on the cake is that it's all *100% free*.

You're going to be able to take what you've learned here and use it to *stop wasting money, stop wasting time re-inventing the wheel, and start churning out high-quality information products* at a pace you'd never have thought possible before.

With that, let's get into specifics...

The Goal

Let me be super-clear here. Even though we're going to show you how to create 5 different products using free tools in just 3 hours time, I don't want you to think that you have to do that in order to succeed or make money with your cool new content. I only say this so that you don't feel overwhelmed or blow a fuse or freak out.

Just understand that if that's what you want to do -- create 5 original products from a simple little Kindle ebook selling for \$.99 cents at Amazon (for example) -- you CAN! *And we'll show you how* inside this PDF Guide and the accompanying 5-in-1 video trainings.

For instance, maybe you only want to create an audiobook version of your Kindle ebook to offer as a Free Gift inside your book itself (and build an email list of your book buyers). Or maybe you want to create a mindmap outlining your ebook content, and use it to shoot corresponding video trainings. We'll show you how in this course. And of course, you don't need to be a published Kindle author to make this system work for you. You can actually use many different kinds of source material or documents, including high-quality private label rights reports, blog posts, transcribed interviews, etc.

I believe that once you get the hang of info-product creation and see how fun, fast, easy, and lucrative they can be to create, you'll want to jump in with both feet and spin your simple ebook into multiple different info-product formats. This is how you build an entire course from a simple pdf, add incredible value, and sell it for 10, 50, or 100 times the price you may be charging for in in the Kindle marketplace (for example).

We will move forward in this PDF Guide assuming that you will be creating 5 products starting from some sort of basic ebook or text document, but feel free to jump ahead to any particular training as it relates to the format that you want to create first with this system.

The Output: PowerPoint, MindMap, Video, Audio, & Report

Allow me to elaborate on the *5 new products* thing. We're not talking about five completely independent, unrelated products. What we actually mean by this is that we're going to create *five different formats of the same basic content*: a PowerPoint, a MindMap, a video, an audio file, and a report.



The graphic features a dark blue background with a white border. At the top, the text "The Output: 5 New Products" is written in white. Below this, five icons are arranged horizontally, separated by plus signs. From left to right, the icons are: a brown folder labeled ".ppt" (PowerPoint), a red mind map (MindMap), a silver video camera (Video), a blue speaker (Audio), and a white notepad with a yellow pencil (Report). Below the icons, the text "PowerPoint", "MindMap", "Video", "Audio", and "Report" is written in white. At the bottom of the graphic, there is a small icon of a box with arrows pointing out, labeled "5-in-1 Product Creation".

Why these five formats? Well, there are a couple of reasons.

The first reason has to do with the way different people take in information. There's a whole area of research that shows that different people have different *learning styles*, meaning they

have different natural preferences for how they receive and process information. Some people, sometimes called “watchers,” prefer more dynamic visual demonstrations of things. Others, the “listeners,” do better with audio input. A third category, the “readers,” are more suited to the written word. And some people even like to switch between these channels, absorbing the knowledge from different angles.

When creating an information product, it’s very important to keep these different learning styles in mind. You wouldn’t want to make the mistake of putting out a product in a single format that’s only suited to one group of people, any more than you would want to open up an ice cream shop and only serve strawberry. (Think of how upset the vanilla and chocolate folks would be!)

This is why we choose to produce our products in PowerPoint, MindMap, video, audio, and report format together. Then we know we’ve got something for the broadest section of our audience possible, including each of the three main learning styles I just described – and for those Neapolitan types who like all three kinds of learning.

There’s also a marketing-related reason for the five formats that has to do with *versatility*. Having our product content in multiple formats allows us the flexibility to package it up in many different ways, and distribute it through many different channels.

For example, suppose we decide we want to publish our product as a Kindle e-book. Can’t do that if all we have is a video. On the flip side, let’s say we decide down the road we want to make some, or all, of our product available on Youtube. Hard to do with just a PDF report. These are just a couple of examples, but there are many, many different ways we may want to market our product down the line. That’s why it’s best to create the product in all five formats right off the bat and give yourself that flexibility down the road.

The Rules: Quick and Free

The other “2 hours, using free tools” part of the goal is all about *efficiency*. It’s about minimizing your investment of time and money while at the same time maximizing your output. And the rewards for operating this way are *huge* for you and your business.

Once you learn the simple yet incredibly powerful method I’m about to describe, you will literally have in your back pocket the ability to *quickly* churn out *high-quality products* for *absolutely no cost*. Just think of the awesome power this puts in your hands: to be able to

conjure up assets for your business at will like Harry Potter... and for less than the price of a leaping toadstool!

If you're **just getting started** in your business, this approach is absolutely perfect for you. Since you haven't established a strong revenue stream (yet!), it's essential to keep your costs to an absolute minimum... and *free* is as minimum as it gets! Plus, this *rapid-fire* approach to product creation will allow you to get some *quick wins* under your belt right off the bat, which will help *jumpstart your business*.

You'll overcome inertia. You'll create momentum. Your early success will help you build confidence, which will propel you on to further success. And what's more, you'll earn some *quick cash*, which you can use as additional seed money to further launch your business.

And if you've **been in the game for a while** already, well, the benefits should be even more obvious to you. You're already doing the daily balancing act between *risk and return*. You know what it feels like to invest lots of time and money into something that doesn't pan out quite like you hoped. You understand how important it is to be *agile*, and to have a *short time to market*. Well, I'm going to show you how to take some of the weight off of the risk side of the scale by *cutting your product creation costs to zero*, and your *cycle time to 2 hours*.

You'll be able to *rapidly launch new products with minimal risk*, without fear of wasting precious time and cash. You'll be able to *test out new product ideas quickly*, and get *faster cycles of learning* about what works and what doesn't work in your market. You'll be able to get some *quick-turn cash* when you need it to get you through a tight spot, or fund your next big effort.

Believe me when I say, the benefits of this are *huge*.

So we've covered the "what" and "why". I'll bet you're wondering about the *how*. More specifically, you're probably wondering how in the heck we're supposed to pull this off!

Never fear! I've got the answers you're looking for. *Read on...*

The Strategy

Five new products in 3 hours... Yikes! Sounds almost impossible, doesn't it? *I hear you*. I thought so too at first. And we'd both have been right... IF we were talking about creating each of the five products totally from scratch.

But luckily for us, we don't have to create them all from scratch thanks to a strategy we call *maximum content re-use*.

This fast strategy wouldn't be possible if we were to create each of these products from scratch.

Instead we create 1 product and essentially 'convert' the content to 'create' the next product

The Strategy

The concept's really simple. I'll sum it up like this: You create the PowerPoint and MindMap products first (That's product ONE & TWO). You create the video product from the PowerPoint and MindMap – using them as guides to keep you on track (That's product THREE). Then you suck the sound track out of the video to create your audio product (That's FOUR). Then you convert the audio product to text, re-format it, and add some images from the video to turn it into a report (That's FIVE).

Do you see how this approach can save so much time? The only product you're creating from scratch is the first one. Then you re-gift and flesh out the content from product 1 to create the rest of the products in a jiffy. Each time you go to create the next product, you're *leveraging* the work you've already done to create the last product. You're avoiding re-inventing the wheel. You're eliminating wasted time, and operating with *maximum efficiency*.

And THAT'S what allows you to pull the whole thing off in 3 hours.

The FREE Toolkit

Fortunately, there's a set of simple-to use, cutting-edge tools out there that are easy to access and that do EXACTLY what we need them to do in order to create our five products... and the best part is that we can get our hands on them *without spending a dime*.

The FREE Toolkit

- Simple-to-use
- Minimal to no installation
- Can use permanently (no trial versions)
- Some limitations
- FREE

These are tools we use every day for our own business

We are using *free* to use tools. We're not talking about stealing them but always free to use tools.

But they will have some limitations - but not so many that it will effect your final product



5-in-1 Product Creation

No, we're not going to download them illegally from some hacker site. And no, I'm not talking about downloading a trial copy that only lets you use the thing for 30 days before it shuts itself off, leaving you high and dry. I'm talking about perfectly legit, fully-functional apps that you can get access to and continue to use for a long time.

It's true, a couple of them have some restrictions on how you can use them since they're free, and I'll tell you exactly what those are. But I can assure you they're nothing that's going to hold you back from getting done what you need to. We're living proof of that here at J.J. Fast Publishing; these are tools that *we use ourselves everyday* to create products for our business. In fact, they're the exact tools I used to create this very product!

And in keeping with the theme of "quick and easy", we've put together a set of tools that are as fast and painless to access as possible. So you'll find that you only need to actually download and install one of them. The rest you can access fully online, "In the cloud", so you don't even have to install anything on your PC to use them. A couple of those require a quick, free registration. The others are freely accessible without one. Bottom line, you'll have all the tools you need at your fingertips in no time.

The Instruction Manual

Throughout the rest of this report, I'm going to show you the nuts and bolts of the product creation process in super-fine detail. I'll walk you through the recipe for success step-by-step, giving you clear instructions and screen shots that show you exactly what to do every step of the way. If you're ready with your product concept, the materials you want to show, and a basic outline or script of what you want to cover in your video, the first step in our process, then you can follow right along and create your product with me. Otherwise, just sit back and enjoy the ride.

And with that, let's dive in!

Step 1: Create the PowerPoint

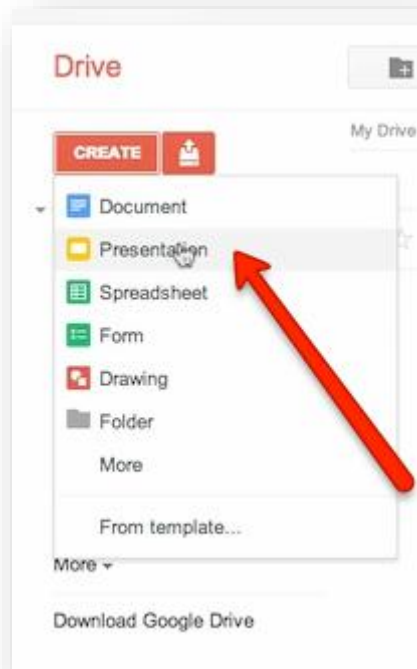
PowerPoint is the common name for presentation software and PowerPoint is created by Microsoft. The main reason we're going to create a PowerPoint is to keep you as concise and on-point as possible. Your goal when creating this PowerPoint, and ultimately your video, is to keep yourself around five minutes. You're sweet spot is 5 to 8 minutes of good, fast paced content. This chops the content up and gives the power to the viewer as far as how and when they consume the product.

I idea with the PowerPoint is to create a basic outline quickly and effectively. So when you first start out – don't worry about fancy transitions, fancy graphics, and fancy themes. Leave them alone until the very end of your product creation when you're putting on the finishing touches. The idea here is to get pen to paper as quickly as possible.

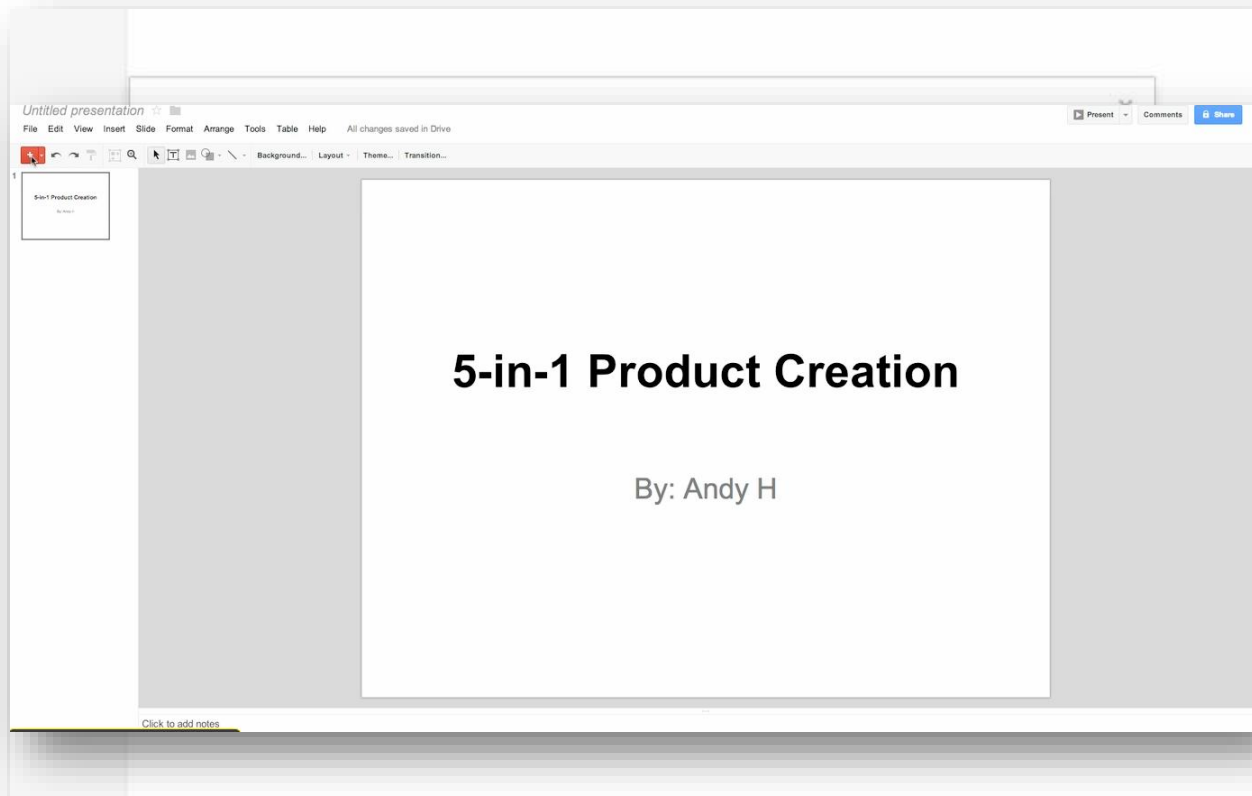
There is a lot of presentation software out there, and some of it is free, but I chose Google Drive because it's a great collaboration tool and the process is the same for Mac and PC (or any other platform you're on).

If you don't already have a Gmail account or Google Drive account you're going to need one. You can set that up [here](#).

Once you have your account setup, you'll want to create a new presentation by clicking the 'Create' button.

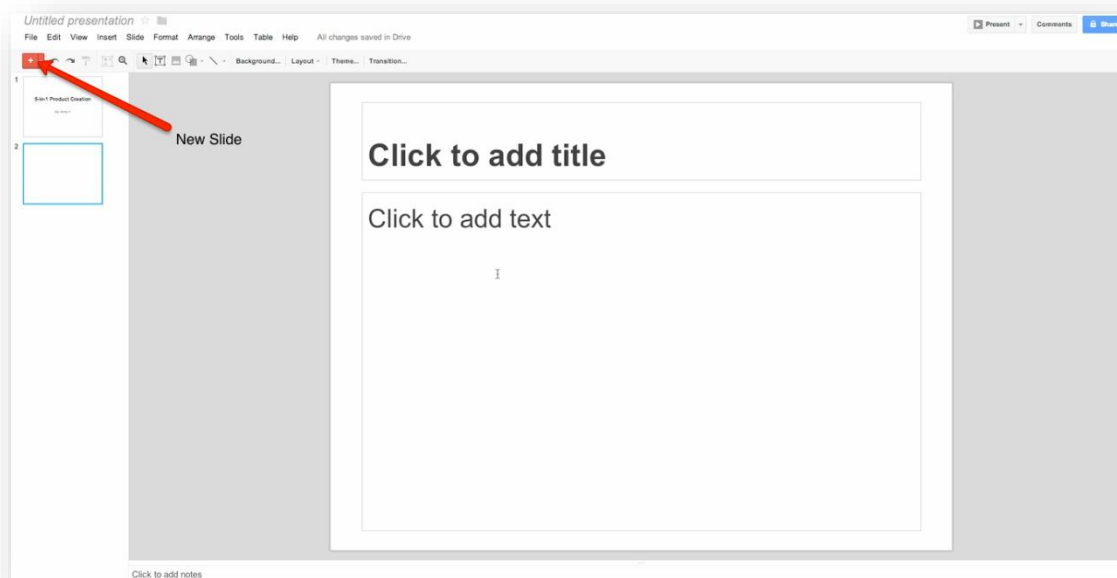


Once clicked, a new window will open up asking what theme you want to use. Select 'Simple Light' (remember we're keeping it simple – white on black here).



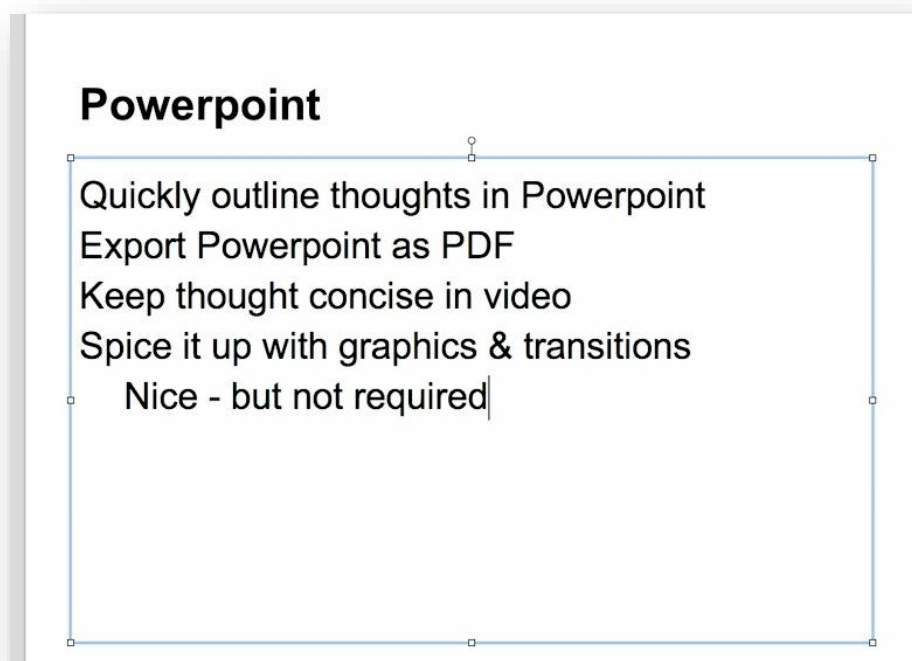
Click 'OK' and we're ready to add our content.

Add your title and subtitle and click the 'plus' icon to create a new slide. It will automatically add a title + content slide.

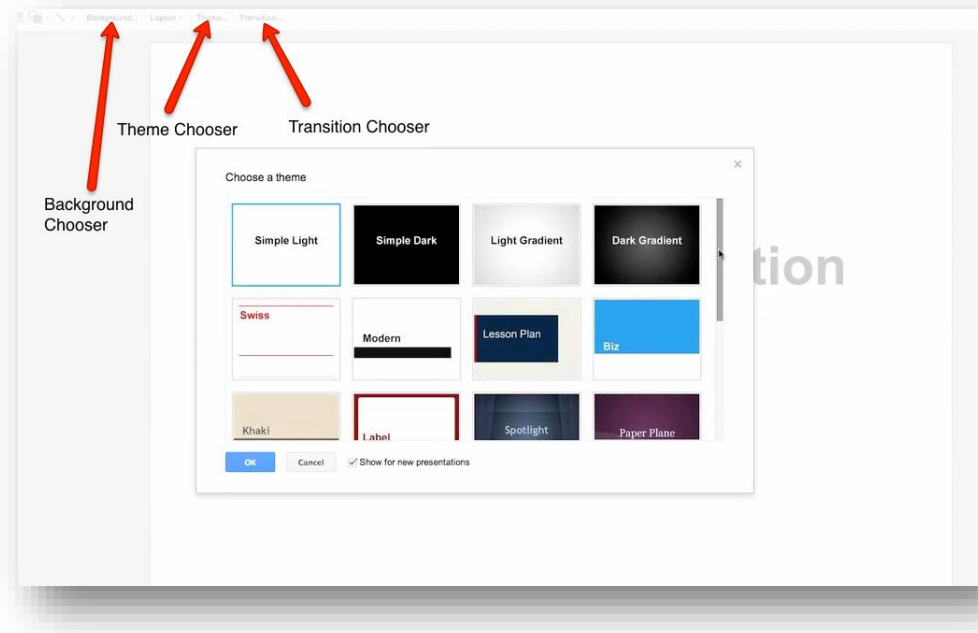


Now it's time to quickly run through and add your content to the slide. You want to create a slide for every train of thought and different idea. Do this quickly and get your ideas down on 'paper.'

Once you have all your topics (slides) created – it's time to flesh out your content.



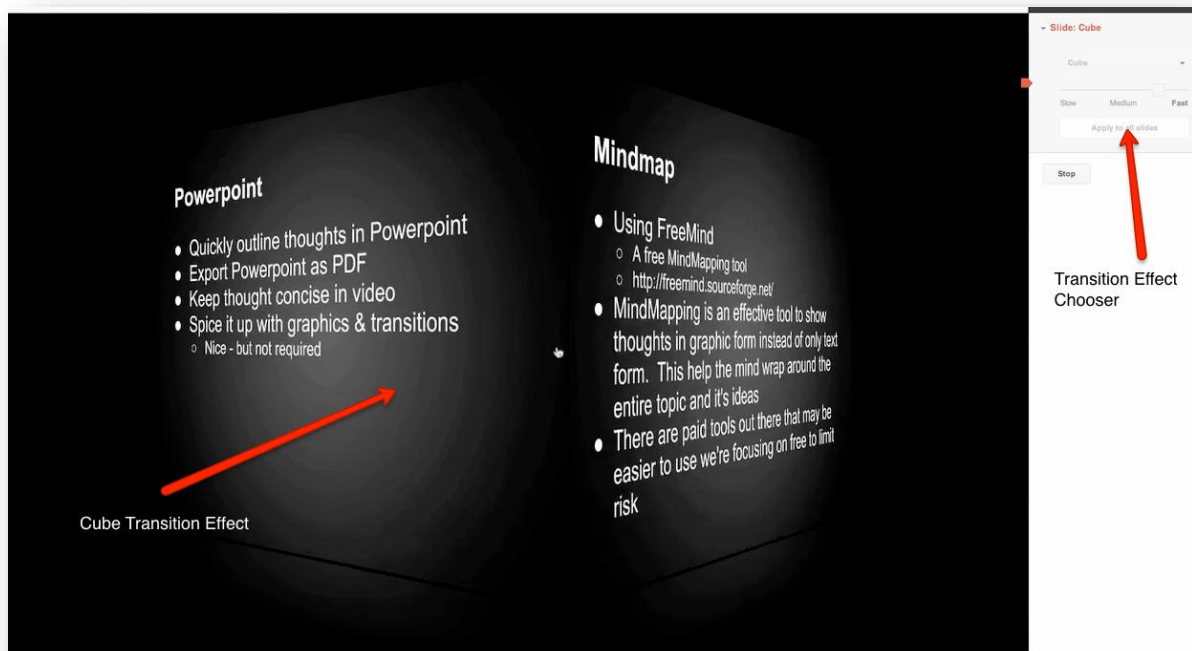
Once all your slides are fleshed out – you're done!

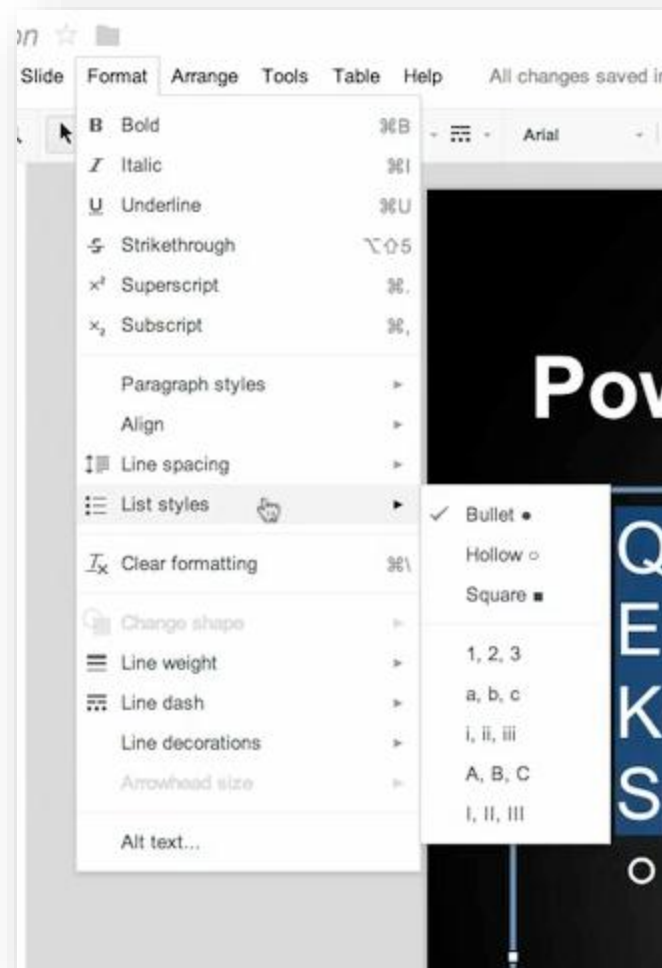


If you want to set a theme, background and slide transitions you're welcome to do that now.

Click the 'Background Chooser,' 'Theme Chooser,' or 'Transition Chooser' to change these options.

Clicking a theme and then 'OK' will apply the theme to the entire presentation. The same applies to all the options.





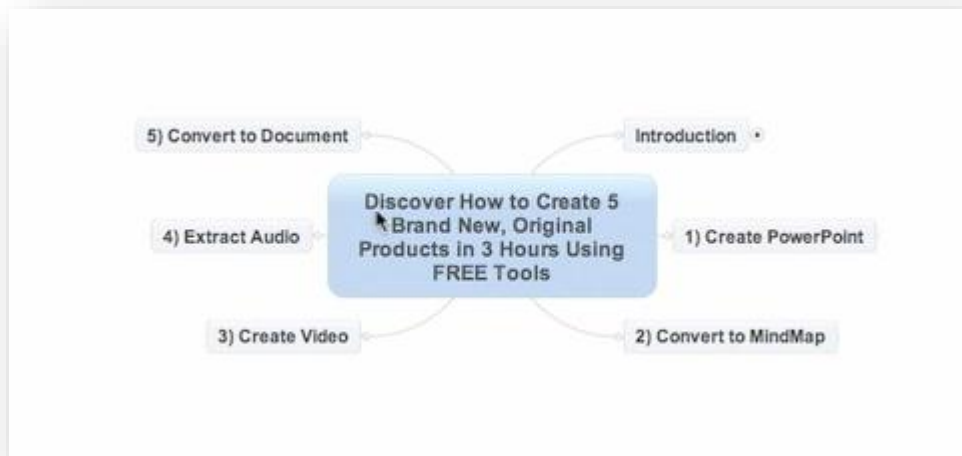
After you have your theme set, you can change the content portion of the slide with bullets. I highly recommend this, as it will help the viewer follow along and add space between your points.

Once you've put the finishing touches on your presentation, you're done! In the report portion of this report I'll teach you how to add images and download your PowerPoint in PDF form.

We're now ready to move on to the MindMap!

Step 2: Create the MindMap

Now you've created your presentation and you're ready to transfer that to MindMap format. If you don't already know, a MindMap is similar to an outline but in a more graphical form. Here is an example:



So, let's dig in and get started creating our MindMap.

There are a lot of options out there for MindMapping tools like Mindjet, XMind and FreeMind. We're going to use FreeMind because it's a Java-based application that offers all the capabilities of Mindjet without the huge cost. XMind also has a free option but you're not able to export as a PDF (which is the way you'll want to distribute your product in case your viewer doesn't have mindmapping software).

You'll first need to grab FreeMind from [here](#).

Download

Choose among the following binaries of the current **FreeMind 0.9.0**, depending on your operating system:

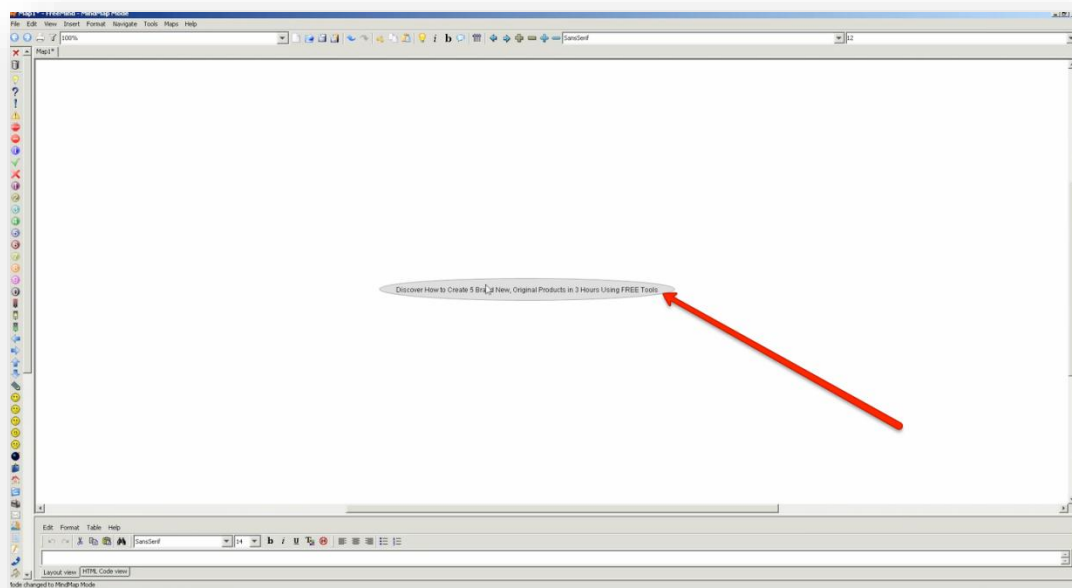
OS	Download	Size (MB)	
MS Windows	Windows Installer Min	6	A smaller version without SVG export and PDF export.
MS Windows	Windows Installer Max	14	All-inclusive version
Mac OS X	MAC OS X	14	All-inclusive version. Information for Mac Mountain Lion (10.8) Users: After the download, the operatin
Linux	Debian Linux	2.6	Please consider first checking the release notes .
Linux	SuSE 9.x Linux and other RPM-based distros like Fedora and Mandriva	2.8	See also release notes .
Any	binaries for any operating system	6	A smaller version without SVG export and PDF export.
Any	binaries for any operating system - max	13	All-inclusive version
eComStation	Download: WarpIN Installation package from netlabs.org	7.6	All-inclusive version

You can then see all the platforms that FreeMind runs on. You'll want to choose your platform. If you're running Windows, I recommend the 'Max' version because it includes the ability to export as PDF.

Then simply download and install the software. Once the installation is complete – open up FreeMind.

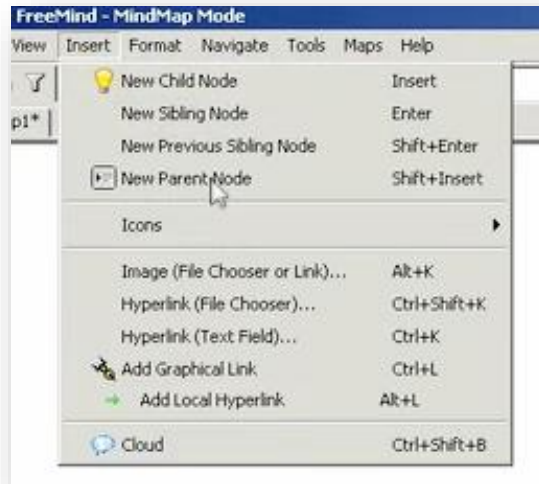


Once opened you'll be presented with a blank canvas. You will then need to add your title.



After creating the title, you'll want to add nodes. There are two types of nodes – child nodes (sub-level) and sibling nodes (same level). The shortcuts for creating these are:

- Child Nodes- Insert
- Sibling Nodes- Enter



Using these shortcuts allow you to quickly type out your mindmap without having to use the mouse – this will help speed you up and keep you focused.

At this point you're just copying the content you created on the PowerPoint presentation. I recommend you switch between the two so you don't miss anything and don't confuse your audience.

Once you're done entering your content – you're done! If you want to go back and change the formatting you're welcome to – but don't spend too much time on it since you're still under a 3 hour time limit!



Quiet on the Set!

Now that everything is perfect we are ready to shoot our video! Which option you choose, PowerPoint or MindMap, is completely up to you. That's totally personal preference and even the team here at JJFast does thing differently. Choose the method that's best for you and will keep you on point.

Decide quickly, though, because we're pulling out the microphone and getting ready to start recording the audio component to your 5-in-1 product!

Step 3: Recording the Video

The first step in our process is to record the video version of our product. No, we're not going to need a camcorder for the type of video I'm talking about. We're going to record a type of video known as a *screencast*. This type of video involves recording what we're doing on our computer screen, as well as the audio of what we say while we're doing it.

Screencasts are an extremely powerful way to present information since we can bring up whatever visuals we want on our screen to support our explanation of our topic. This type of video is especially good for doing demonstrations, where we can show our audience tools and techniques as if they're looking over our shoulder.

We're gonna need a special tool to shoot the video. Fortunately, I happen to have one in mind!

PC vs. Mac

Since PC and Mac computers are so different, what works on a Mac doesn't necessarily work on a PC. So, with that in mind, this is where the Mac and PC users are going to branch off from each other. I wanted to cover this system for both machines and show that it is completely possible. So let's start with the PC:

Enter ActivePresenter

ActivePresenter is the software for Windows that we are going to use to record *and* edit our screenrecordings. Now, this software is free but it is going to have some limitations. The main limitation is, it doesn't offer all the fancy transitions and effects that software like Camtasia does – but at the same time we don't need fancy. We are looking for simple and efficient, remember? This software will enable us to do all we need and fit into our free requirement.

Before we get to the actual act of recording our document, let's go over our time limit. You're not physically limited by ActivePresenter but you need to limit yourself to five minutes. This is part of the reason why we created the PowerPoint presentation so it will keep you on track and stick to that time limit. This time limit is imposed for two main reasons:

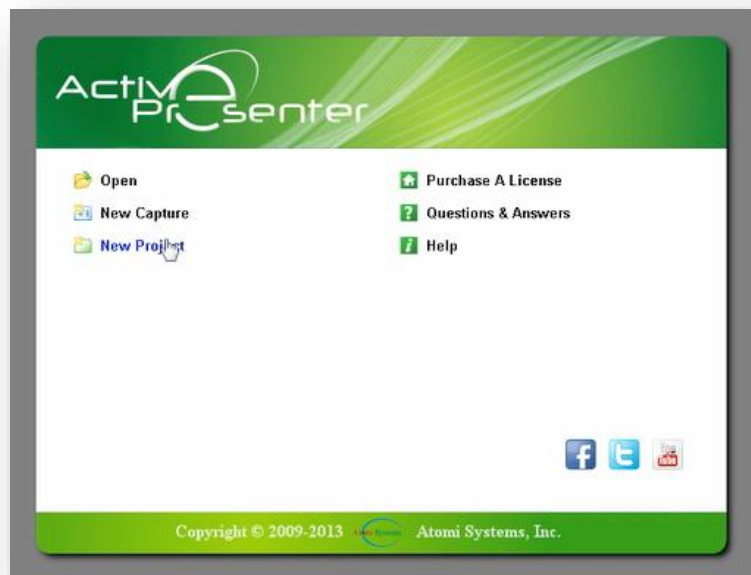
For your audience, it makes your video content more *digestible*. Having a series of smaller videos rather than one huge one breaks the content up into bite-sized pieces, which makes consuming it less intimidating and overwhelming. It also gives the viewer *greater flexibility* in how they view the content. They can skip around more easily, or jump back and review an individual section. If they're pressed for time, they can watch one or two videos, then come back later to view the rest at their leisure. All of this gives the viewer a *greater sense of control* over their interaction with your product. And greater control always leads to a better experience, which in turn equals happier customers.

For you, it forces you to tighten up your game. Knowing you have to chunk your content up into 5-minute segments makes you think through the *structure and organization* of your content more thoroughly than you might if you had a single, unlimited stream of time to fill. And better structure and organization always makes for better products (Remember, you're selling information here, so the logic of your content structure is absolutely critical). And just as importantly, knowing you have a time constraint also forces you to be *concise* in your presentation. You can't meander or ramble when you know you've only got 5 minutes to cover your topic.

There's a growing body of psychology research showing that constraints actually cause people to become more creative. That's definitely applicable here.

So now that we've covered the basics, let's get to the fun part – recording!

Let's Get Recording!



The first thing you'll need to do is to get ActivePresenter installed – you can do that [here](#).

Once you've installed and opened ActivePresenter – it's going to give you a welcome screen to open a document or create a new one.

When you click on 'New Capture' a new window will pop up asking for your project name, save location, and recording type. I recommend the 'Full Motion Recording' because it has the best quality. This will result in a larger file size but as long as you keep it close to your five minute maximum, you'll be fine.



After selecting your project name and clicking 'OK' you'll be presented with the recording size screen. You can either use the green box selector or manually type out the size of the screen you want to record. I usually don't recommend recording your entire screen unless it is absolutely necessary. This gives you room to prepare what you're showing your viewer and cuts out on the editing. This is also the last screen you see before you start recording so you'll want to check your settings and make sure the correct mic is selected.



After you've checked everything hit the 'OK' button and you're off!

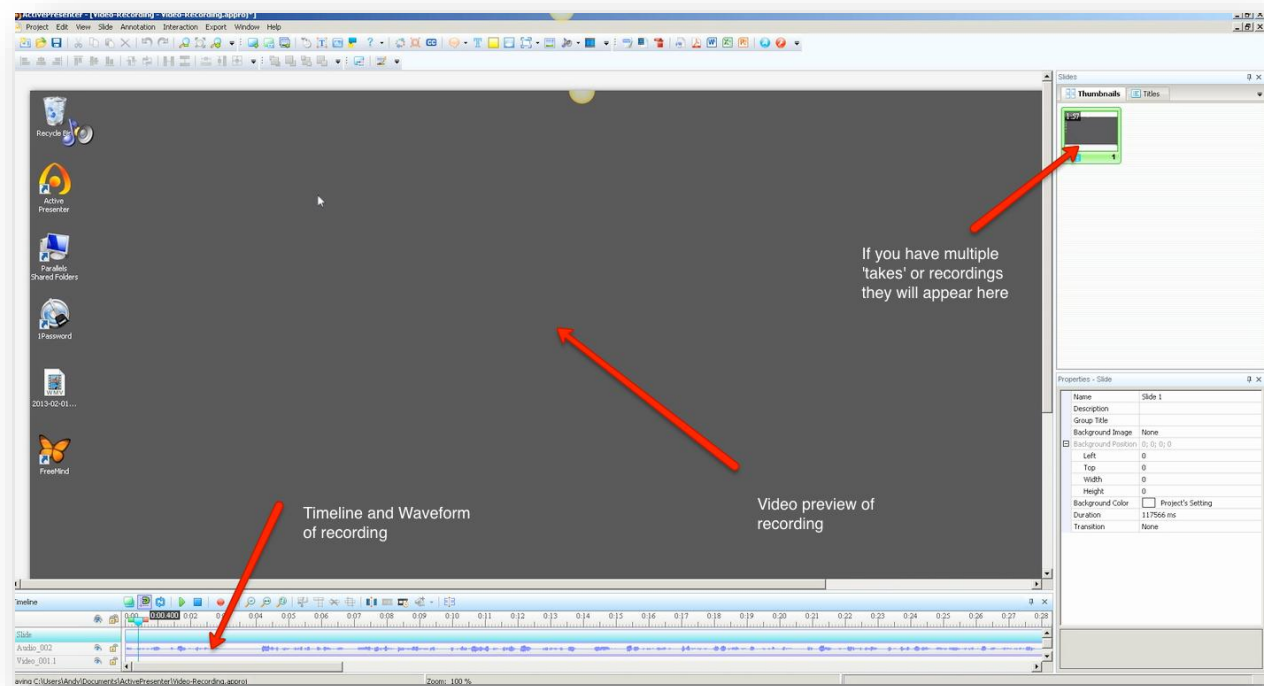
ActivePresenter will disappear and will start recording. If you didn't select the entire screen, you'll see the green box glowing.

Before you start and after you're finished, count to 4. This is called 'pad' and makes editing easier (you'll thank me later!). When you're finished, you can find ActivePresenter in the dock.

Right click and hit the stop button. With this toolbar you can also pause and resume if you need to take a break.



Once you hit stop, ActivePresenter will load back up with your recording. It's automatically saved but you're welcome to save it again.



Now you're ready to move on to the editing of your recording!

Step 4: Editing the Recording: PC

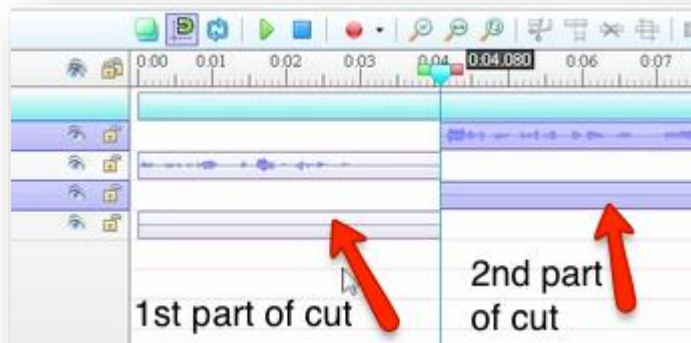
Alright, now you have your recording and the hard work is behind you – now it's time to clean up your recording and make it more professional.

With ActivePresenter, editing couldn't be easier. It doesn't allow for fancy transitions or graphics but, remember, we're keeping it simple! The more time you put into this the more risk associated with it.

Creating simple cuts is as easy as hitting the 'Cut' button on the toolbar.

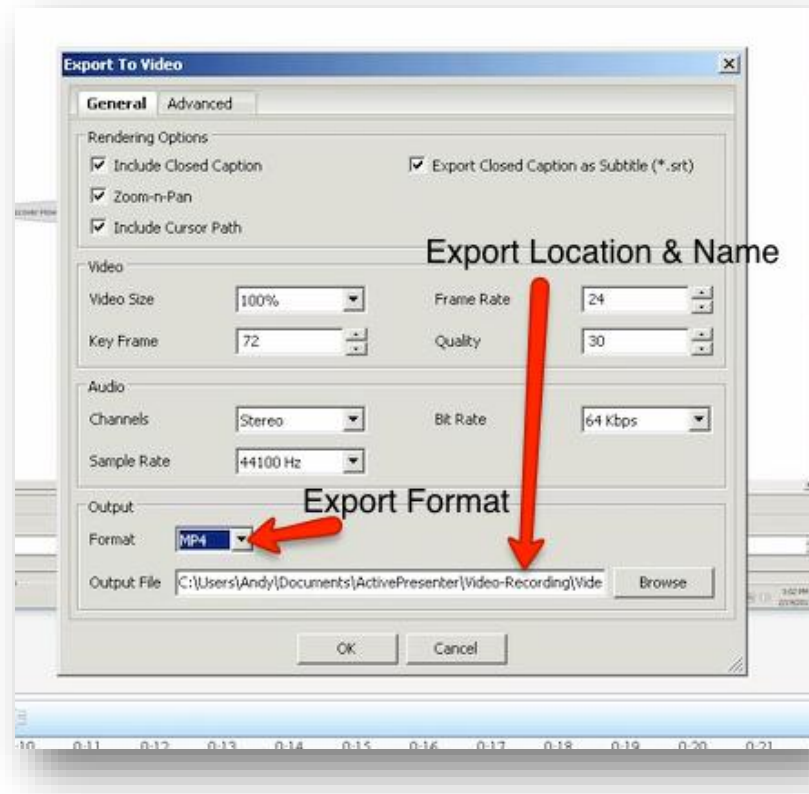


So what you'll do is listen to your video and cut when needed. You can cut as much as you want or not very much at all. What you want to cut out is flubs, ums and large gaps of silence. This makes you sound more professional – but don't spend too much time on this since we're looking for speed as well.



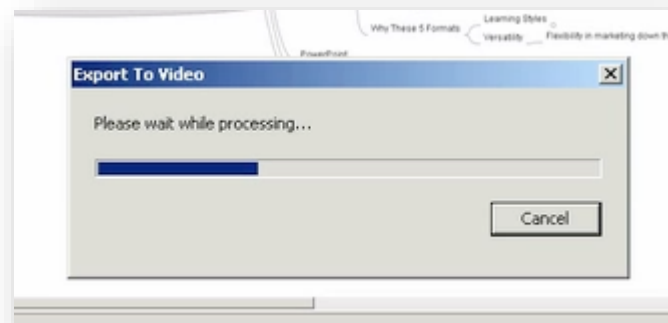
Once you've completed your cuts, it's time for exporting. You'll want to head to the top toolbar and hit 'Export.' Then in the dropdown menu, hit 'Video.'

A new window will then pop-up asking what format you want to export in (MP4) and your output file.



Click 'OK' and ActivePresenter will export your file. You're done with the recording and editing process and now have a completed video!

Now you're ready for audio conversion! But first, I'll show you how to do the same thing on a Mac.



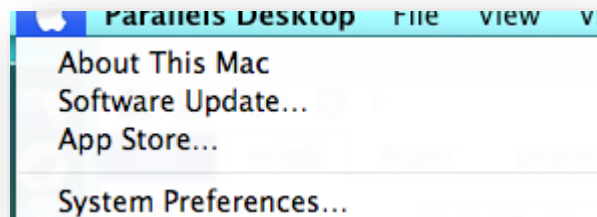
Step 3: Recording the Video: Mac

Calling all Mac Guys!

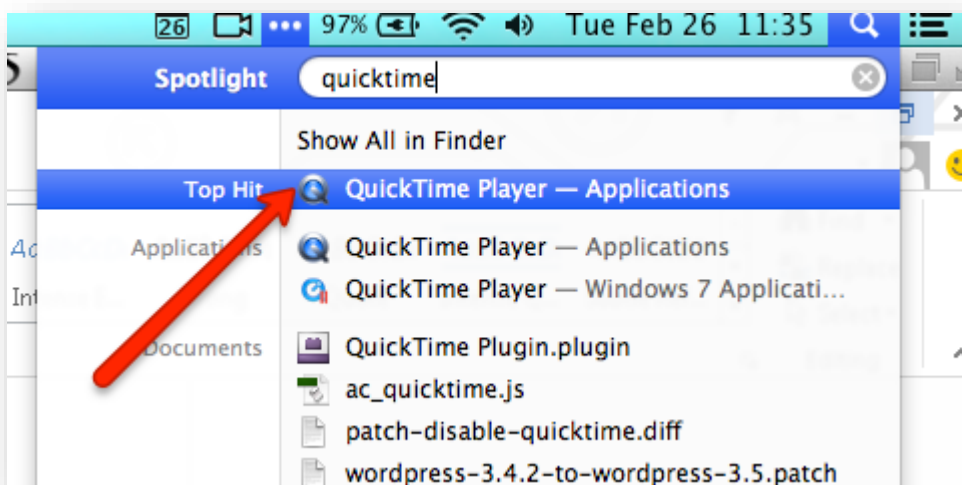
Hey Mac guys – it's your turn. Let's look at our options on a Mac.

We don't have the option of ActivePresenter and Camtasia/ScreenFlow are way outside our realm of 'free.' But did you know that all Macs ship with this type of software? Every Mac comes with QuickTime player – which we'll use for recording our screen. And every Mac comes with iMovie – which we'll use to edit our screen recording. You can do basic editing inside QuickTime before export but for more advanced cut I'll show you how to use iMovie.

First you'll want to make sure you have the latest software updates installed – you can do this by hitting the 'Apple' in the top left and hitting 'Software Update.'



After that, you'll want to open up QuickTime Player.



Once opened, you'll want to create a 'New Screen Recording.'



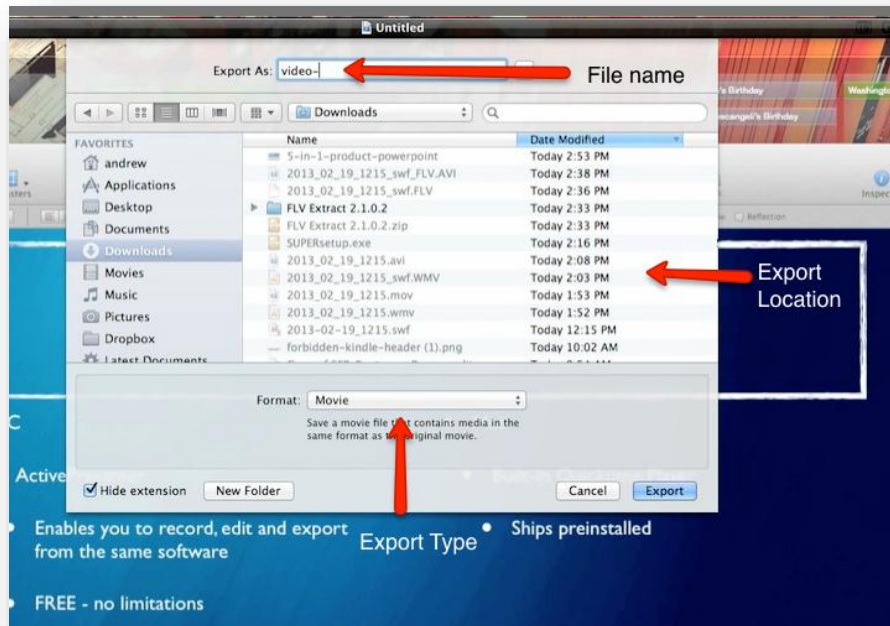
A new window will open with a big recording button and an audio meter. It also has a mic dropdown that you'll want to check and make sure you have the correct mic selected and it is functioning properly.

After selected the correct mic, you're ready to start recording! Hit the red recording button and start chatting away.

When finished click the stop button. This will load the player window so you can watch your recording. With Lion (and now Mountain Lion) QuickTime automatically saves the file in a temporary location (usually in your 'Movies' folder).

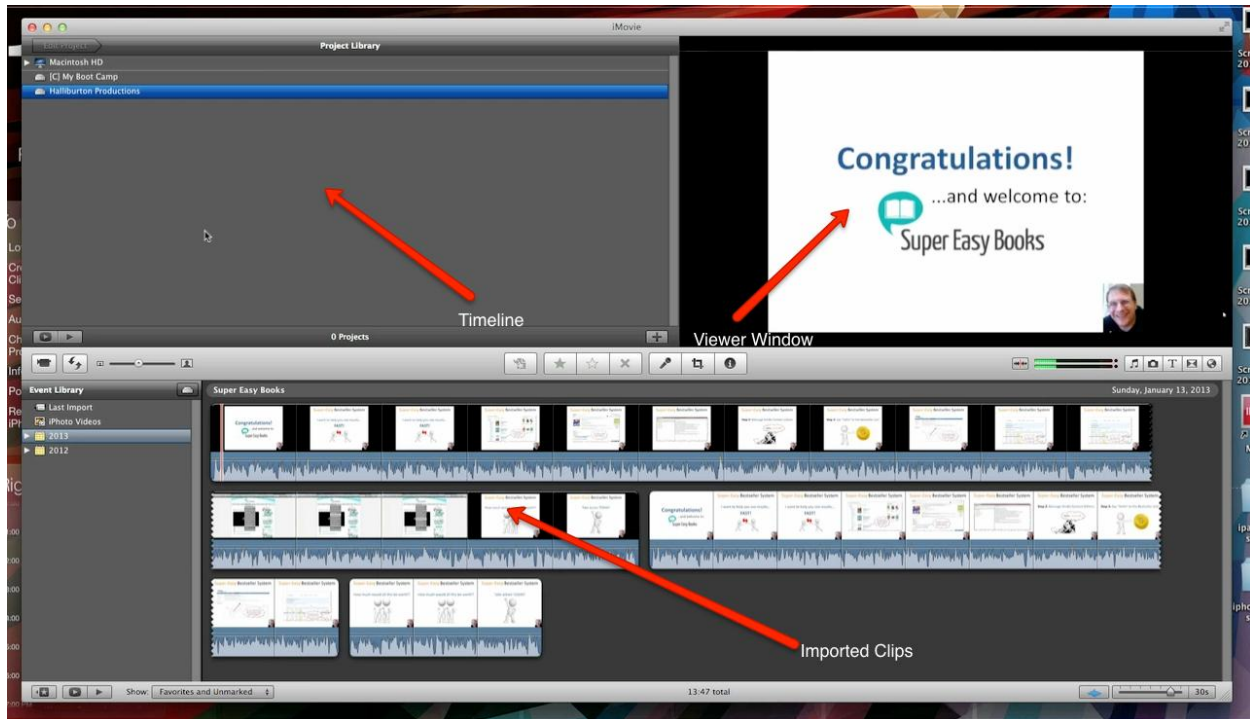


You'll then want to export the file to a folder or location that you'll remember so you can edit your recording. And now you're ready for editing!



Step 4: Editing Video: Mac

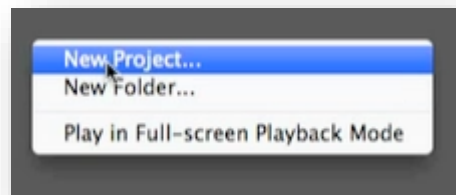
You've now created your video file and you're ready for editing. One thing to keep in mind with iMovie is: keep it simple! iMovie offers a lot of options and fancy effects – but you don't need to use any of it. All you need to do is edit your recording to make it more professional. Don't get tied up in the fancy stuff because you'll go over your three hour limit.



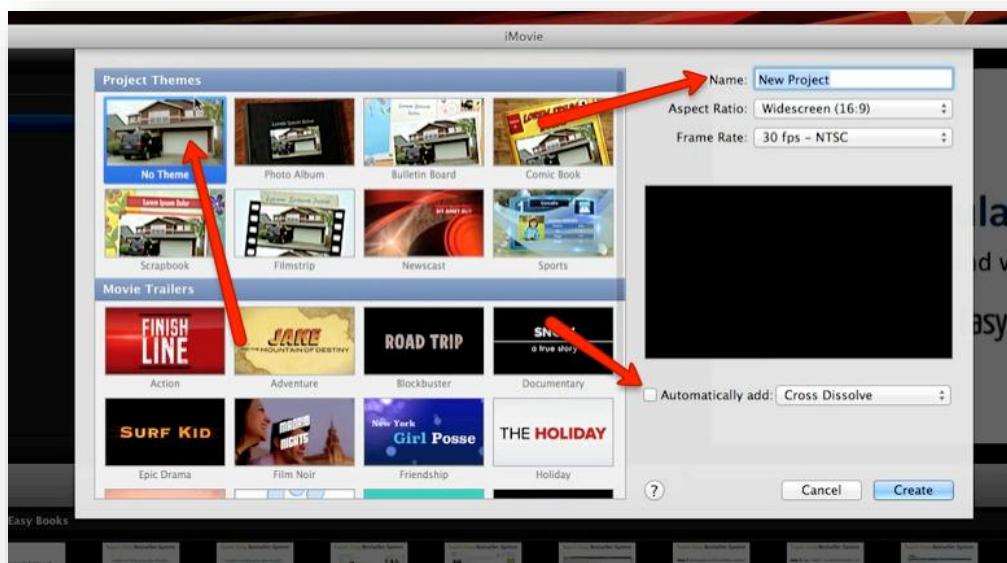
Welcome to iMovie!

When you open iMovie, this is what you'll see (don't mind my previous projects – I told you I use this all the time). You'll have three main locations, your timeline (final product), your preview window, and your imported clips.

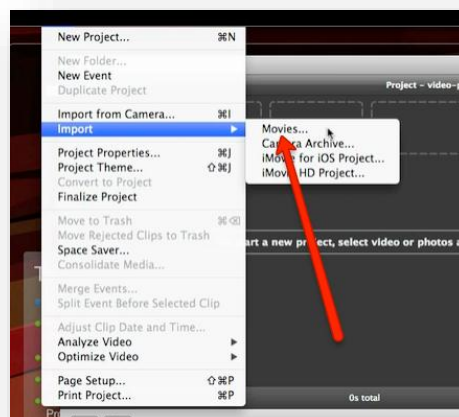
Time to create a new project. So head up to the top and click 'New Project.'



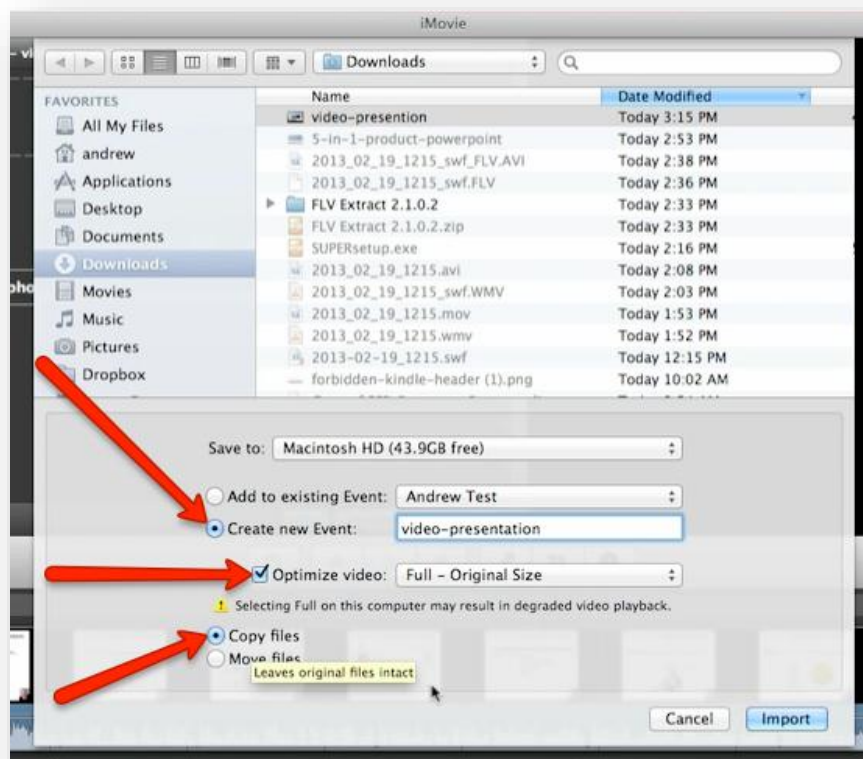
After the new project window opens, select 'No Theme' and name your project and hit 'OK.'



Now it's time to import your clip from QuickTime. Click 'File' from the top bar and click 'Import' then 'Movies.'

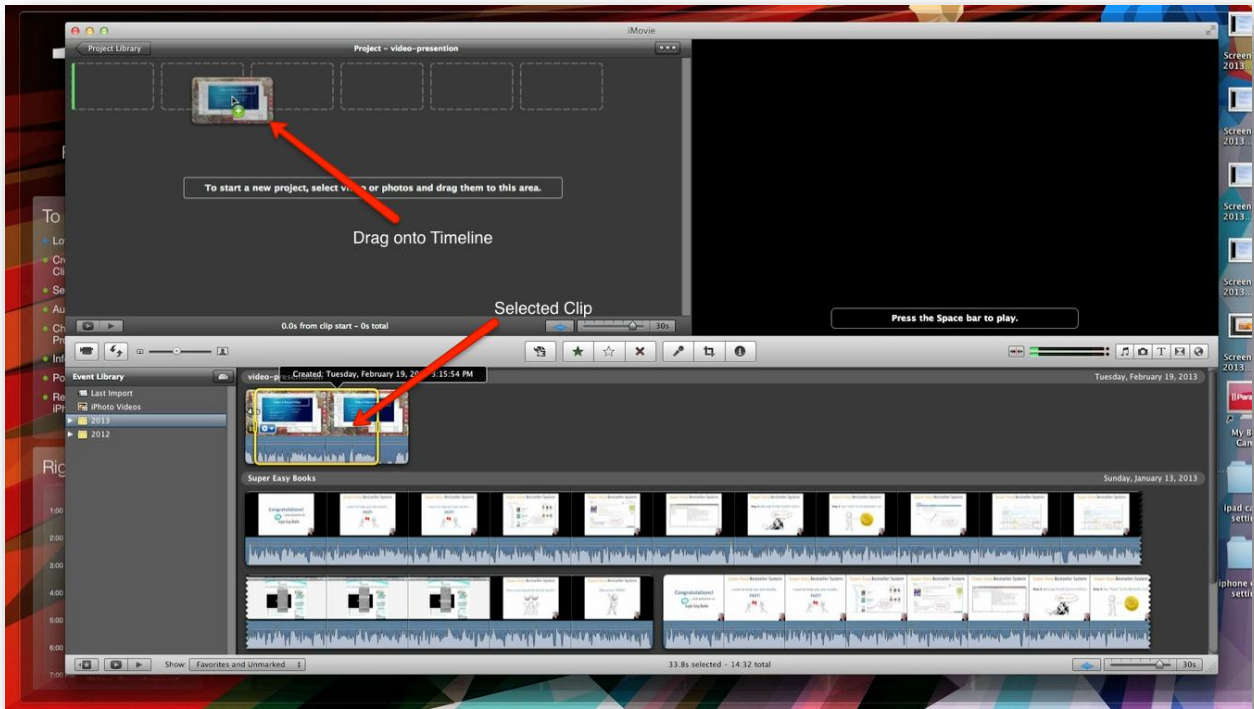


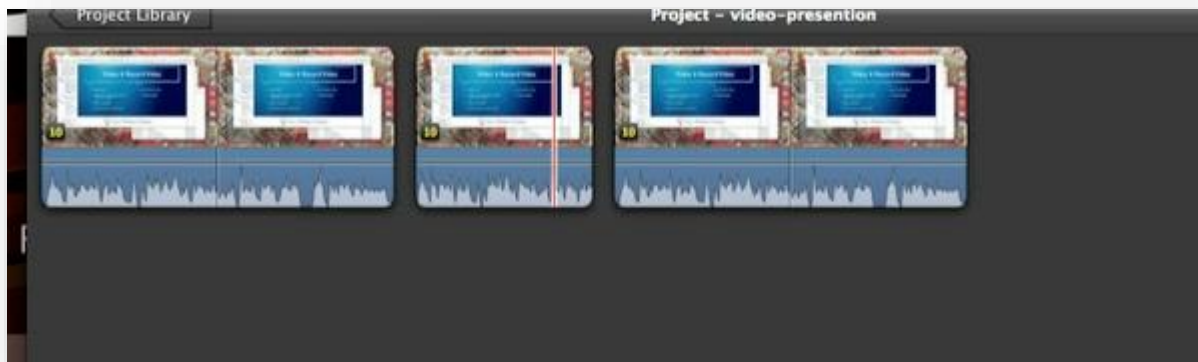
In the window that pops up, select your files (you can import more than one at a time). Then create a new event (unless you've already created one and just reimporting more files). Check 'Optimize video' and make sure that 'Copy files' is ticked. Then click import and iMovie will optimize your videos and import them into the program.



After import you'll want to use the yellow slider bars to select the section you want to import. Then You can then combine your clips in the timeline viewer by repeating these steps until your video is compiled. You can apply transitions and graphics but remember: keep it simple!

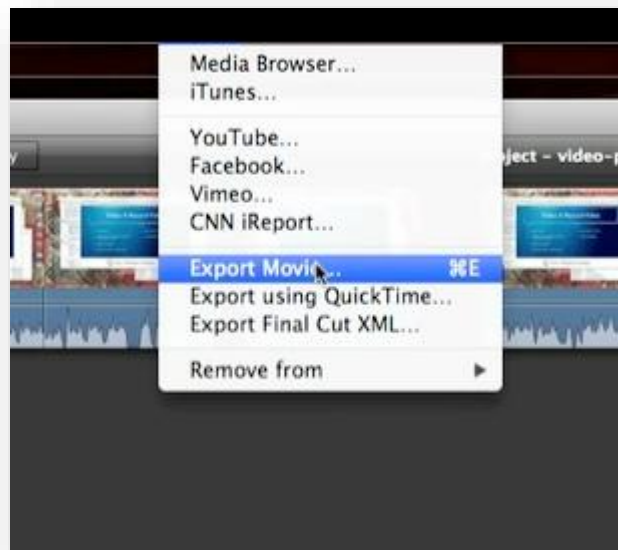


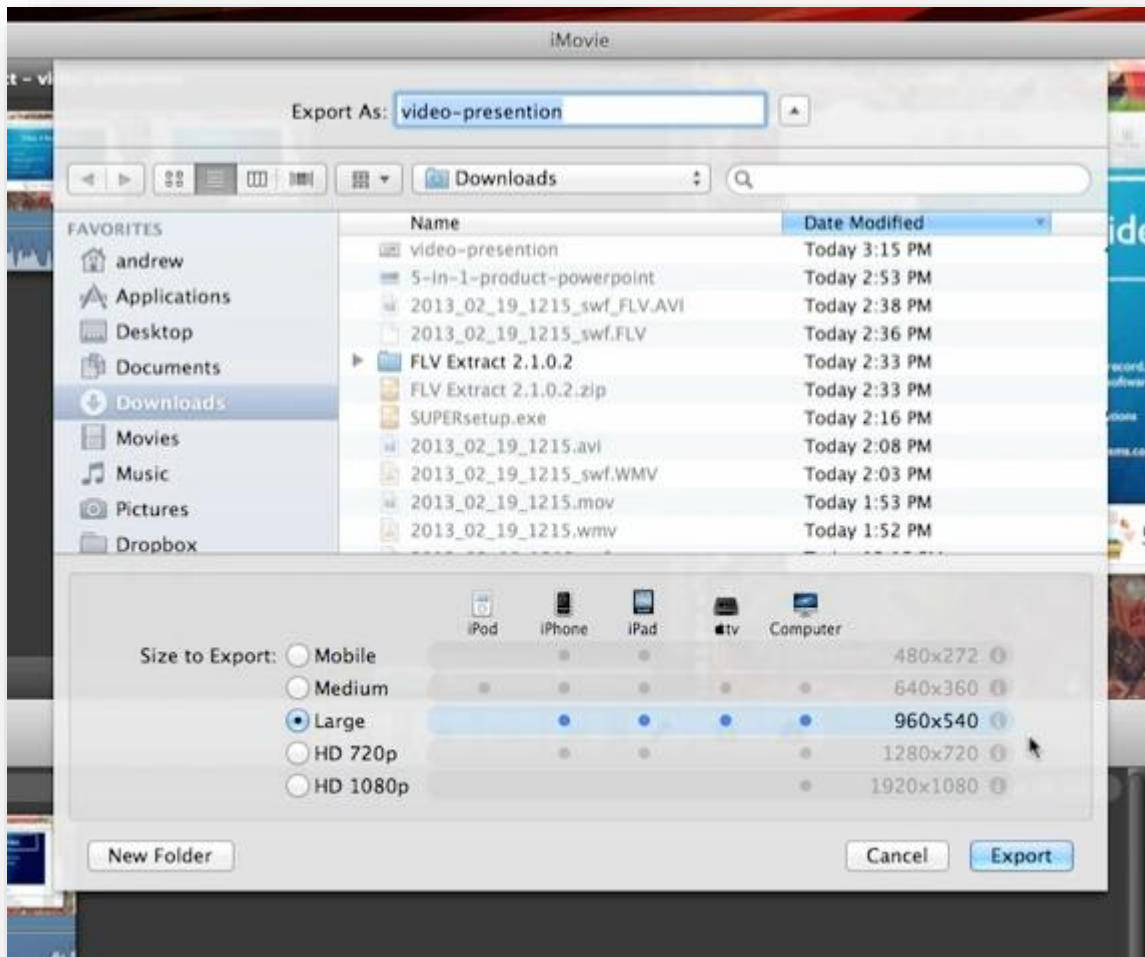




Once your video is compiled, you're ready for export.

Head up to the top bar and hit 'Share,' then 'Export.'





In the window that comes up, you'll want to name your video file. Then select 'Large' and hit export. You can see above the sizes that your exported file will be. Large is a good online video sharing size – it keeps the file size small while maintaining the quality.

Hint: Usually iMovie export in a MV4 file. This is close to a MP4 file that we're aiming for but some services, like uDemy, don't understand the MP4 file. You can use <http://freefileconvert.com> (like we use for the audio conversion) to convert to an MP4 file. This will make sharing with PC users and online a little easier.

Click 'Export' and you're done! You're now ready to move on to the video conversion process!

Step 5: Extracting Audio from the Video

OK, time to move on to creating the audio version of your product. But, if you think about it, you've *already* created the audio version in the video recording when you did your voiceover on the video...

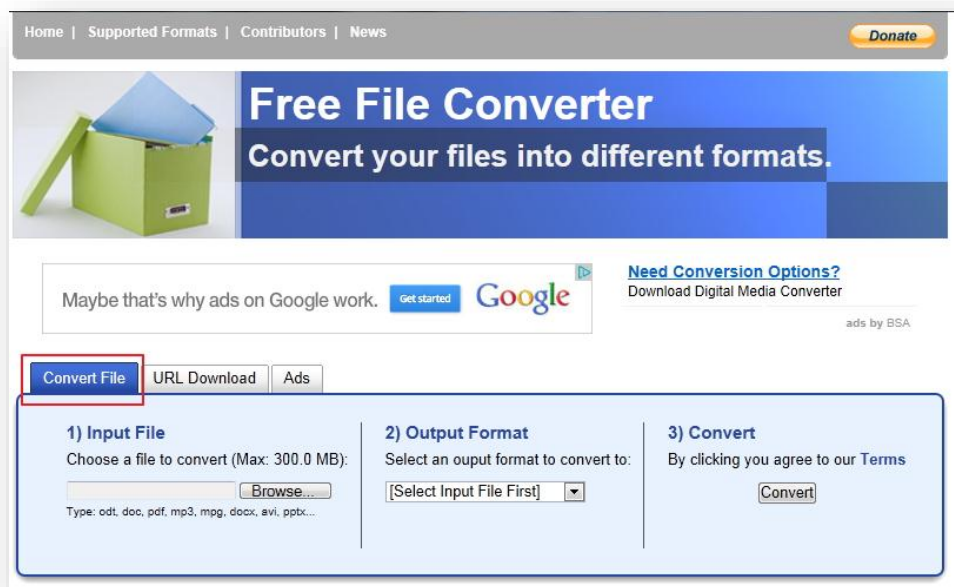
That's right, all the audio you need already exists, buried right in those video files. Now we need to figure out how to get it out. We need to *extract it* from the video, and capture it as its own MP3 files.

Extracting audio from video... Sounds complicated, no? You'd think we'd need all kinds of whiz-bang software and fancy technical skills...

... but you'd be wrong! *All we need is a few clicks on a free web site.*

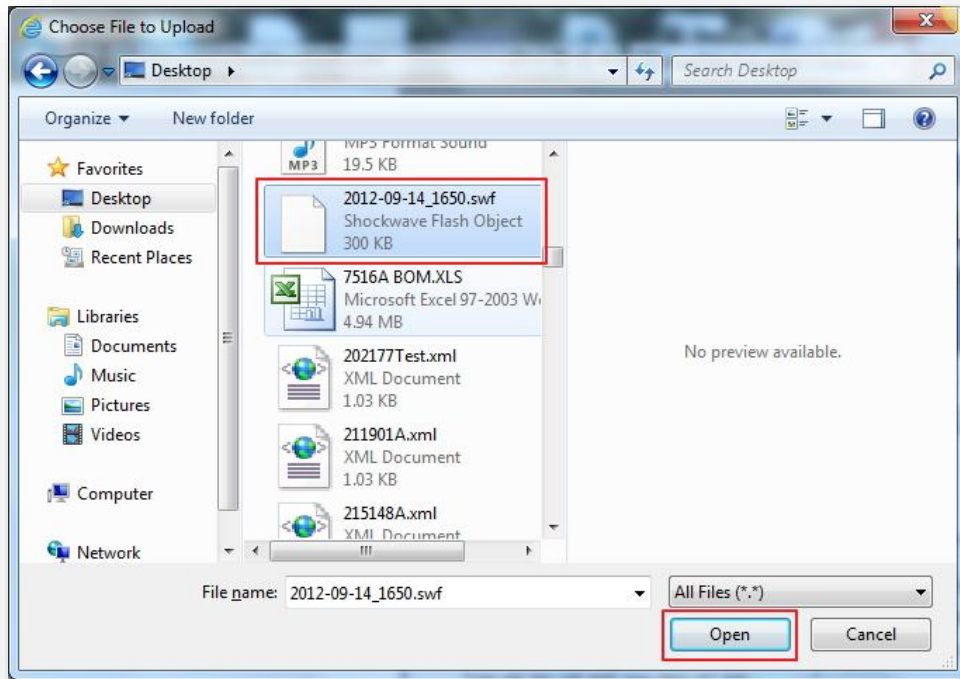
Here's all you need to do:

1. Go to <http://www.freefileconvert.com/>
2. Click on the Convert File tab

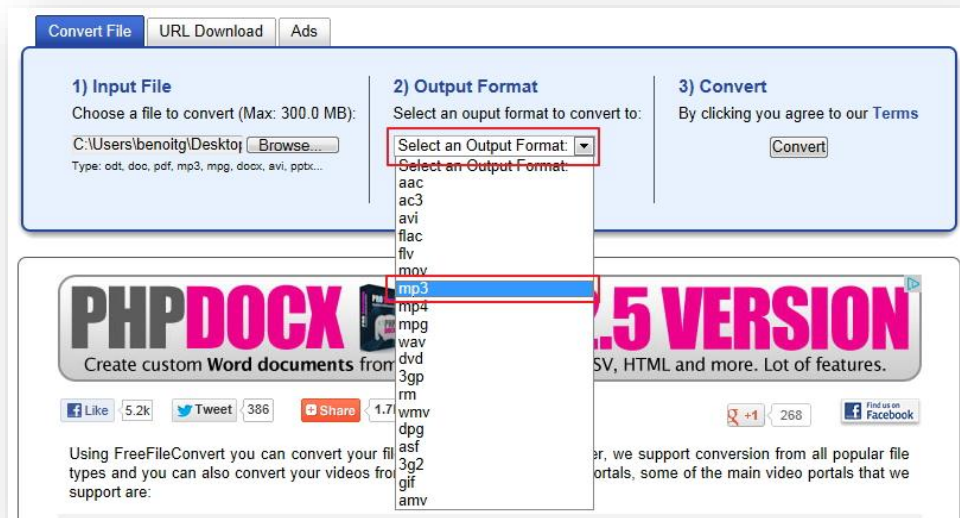


The screenshot shows the homepage of the Free File Converter website. At the top, there are navigation links for Home, Supported Formats, Contributors, and News, along with a Donate button. The main header features a green folder icon and the text "Free File Converter" and "Convert your files into different formats." Below this is a Google ad with the text "Maybe that's why ads on Google work." and a "Need Conversion Options?" link. The main content area has three tabs: "Convert File" (highlighted with a red box), "URL Download", and "Ads". Under the "Convert File" tab, there are three sections: "1) Input File" with a "Browse..." button and a file type list (odt, doc, pdf, mp3, mpg, docx, avi, pptx...); "2) Output Format" with a dropdown menu labeled "[Select Input File First]"; and "3) Convert" with a "Convert" button and a note "By clicking you agree to our Terms".

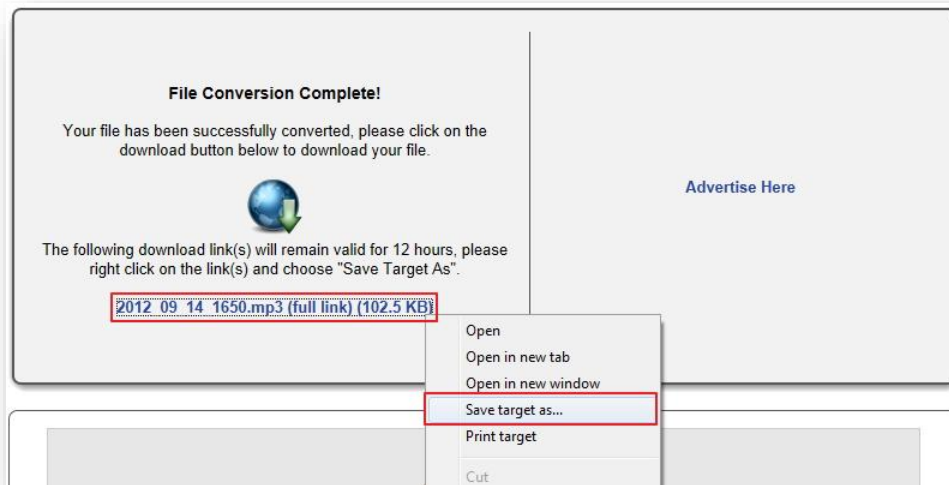
3. In the 1) **Input File** box, click the Browse button and find the first file you want to convert.



4. In the 2) Output Format box, click the pulldown menu and select "mp3".



5. In the 3) Convert box, click the Convert button and hang tight. It may take a while for the site to process your file.
6. Once the conversion to MP3 is done, the site will tell you so and will give you a link to your MP3 file. Right-click on the link and save your file to your hard drive.



That's it! Now you've got the audio track from your video in MP3 format, ready for your customers to suck into their iPods!

Now, chances are you're going to have more than one video file produced using the Jing process I showed you earlier, and you're going to want to get the audio from all those files. No problem! Just start over at step one and repeat all the steps for each video file you have. So you'll have one MP3 file for each video file you produced.

**OPTIONAL STEP: Joining Your MP3 Files

So now you have a bunch of small MP3 audio files, just like you have a bunch of video files. And this may be a perfectly fine way of delivering the audio content to your customers. In fact, just like with the video, I can think of several reasons why this might be the *ideal way* to deliver the content, like that fact that it makes it easy for a listener to skip around or go back to a specific section if the audio is chunked up into individual tracks. If you agree with this, then you can skip everything I'm about to say in the rest of this section. Just blow right past it to the next section.

On the other hand, maybe you're thinking "Gee, wouldn't it be easier if I could just merge all the pieces into one MP3 file? Wouldn't that make it more convenient for my customer to just have one file to contend with?"

If that's where your head is at, I have the solution for you. There's a great, free tool called "Free mp3 Joiner" that does exactly what you're looking for. It's dirt simple to use and, with a few clicks, can turn your many little files into one big one.

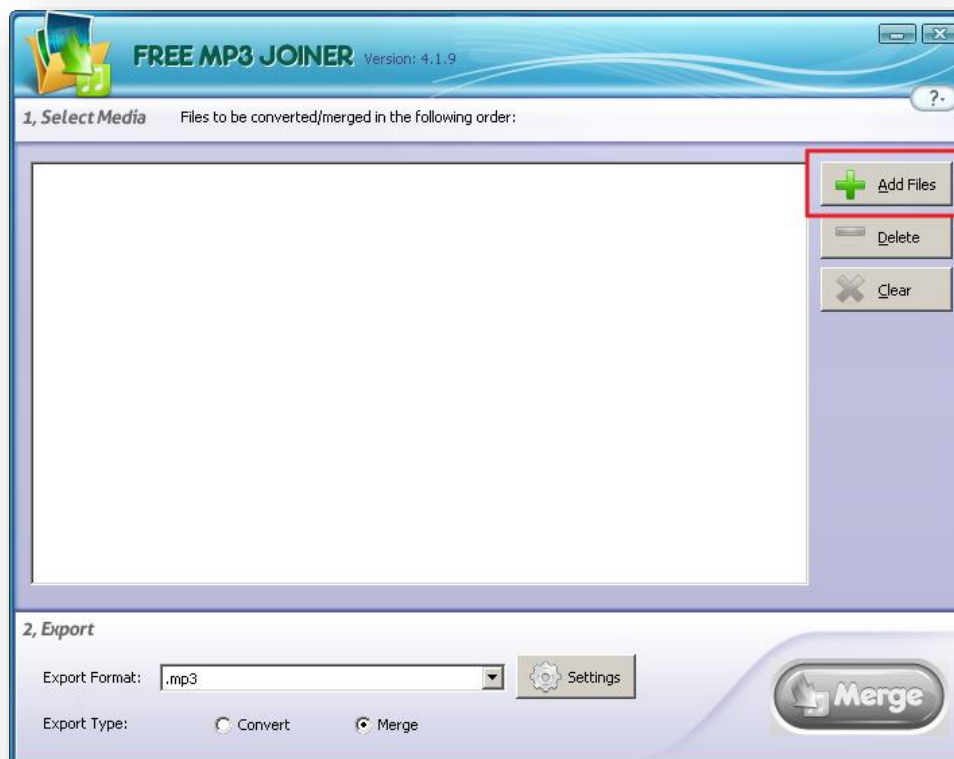
You can download the program here:

<http://www.freeaudiovideosoftware.com/freemp3joiner/index.html>

CAUTION: When you go to install the program, the installer will try to get you to install some junkware online radio player thing. Make sure you decline this offer. But don't worry, the program itself is definitely NOT junk - *trust me*.

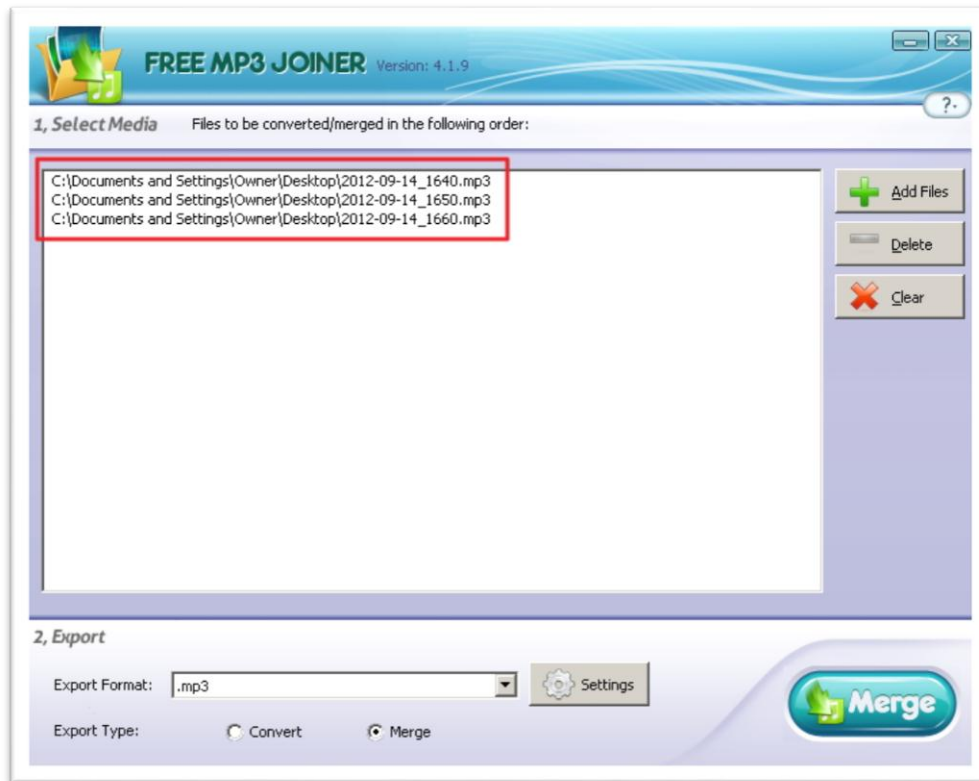
Once you've got the software installed, merging the files is a snap. Simply do the following:

1. Click the Add Files button

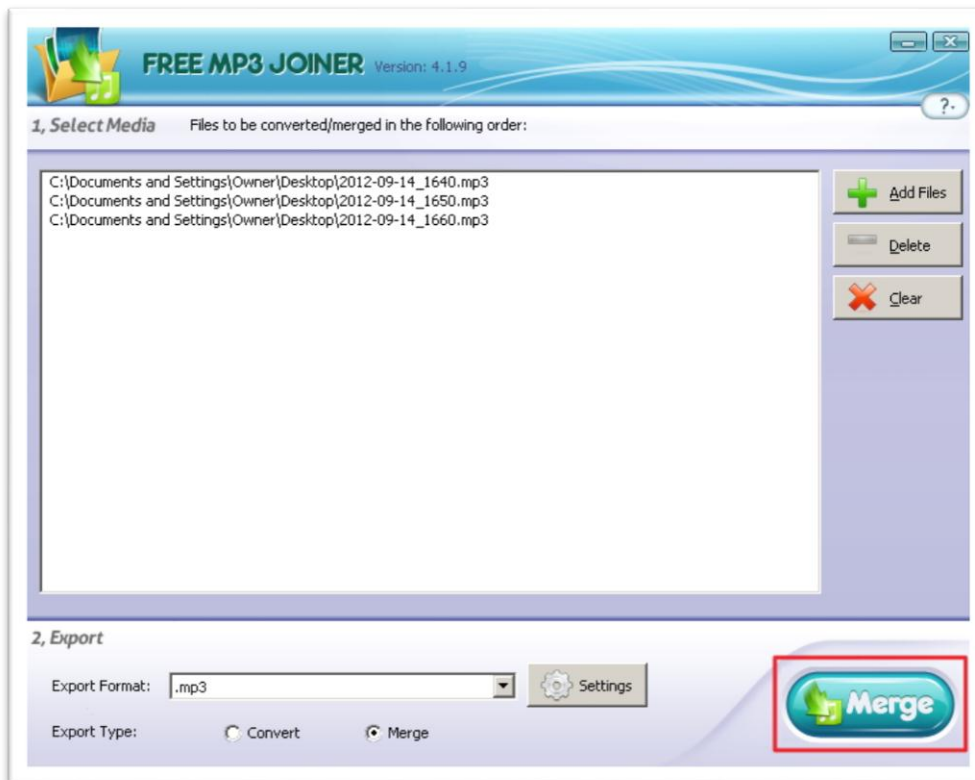


2. Select the first MP3 file and click the Open button.

- Repeat steps 1 & 2 for all the remaining MP3 files until all of them are in the list *in order*.



- Now you're ready to merge the files. Click the big, fat Merge button in the bottom right-hand corner.



Et *voila!* You now have a joined MP3 file on your hard drive that contains all of the audio from your individual MP3 files in one long track.

Step 6: Converting Audio into Text

OK, so far we've got video content, so our visual learners are covered. We've got our MP3 audio files, so our auditory "listener" types are happy. The only thing left is to show our "reader" types some love and create our product as a report.

Notice my wording on what I just said. It was intentional. I didn't say, "Now we need to *write a report*", did I? NO WAY. That would imply that we're going to re-invent the wheel and write a report from scratch covering the same content we've already created. What a *waste of time* that would be. Remember: we're all about *speed and efficiency* here.

Think about what we just did in Step 2. We wanted audio. So what did we do? Did we fire up some fancy audio recording software, tell our kids to shut up and start all over creating the audio from scratch? *Heck no*, we're not stupid!

We knew we already had the video, which contained audio. So all we did was *distill* the audio out of the video, like a Scotsman distilling single-malt scotch out of barley (except it won't take us 18 years to finish *our* product).

Now here we are at a similar point again. We have audio. We want text. So all we need to do is figure out how to distill text from our audio.

But how do we do that?

Well, we could hire a human to listen to the audio and *manually transcribe* it into text. The problem with that is, humans usually insist on being paid for stuff like that (pesky humans!), and we're all about *free* here today.

You could also do the manual transcription yourself. The problem with *that* is that manual transcription takes a *boat load of time* (not to mention the fact that it's somewhat more tedious than watching fruit ripen), and we want to create our product in *2 hours or less*.

So what to do? Well, it just so happens that, thanks to the miracle of modern technology, it is possible to have a machine scan your audio files and automagically spit out a text transcription of what was said in them. (I know, it sounds like something out of Star Trek. But it's real!) And even more importantly, it just so happens that I know of a web site that will do this for you *for free*.

The site is called *VoiceBase* and, after registering for a free account, you're allowed to process up to 50 hours of audio - plenty to keep you busy for a while.

Now I want to be clear on what this entails so I don't mislead you. This site is *not* going to spit out a pristine, fully formatted report that you can deliver to your customers as-is. The text

output from VoiceBase is not ready for prime time (e.g., doesn't include punctuation), so you'll still have some formatting work to do to create the final report, as we'll see in Step 4 in the following section. In most cases, you're going to want to add images and screen shots and the like to your report, so it wouldn't really be possible to go straight from audio to a finished report without manual intervention anyway.

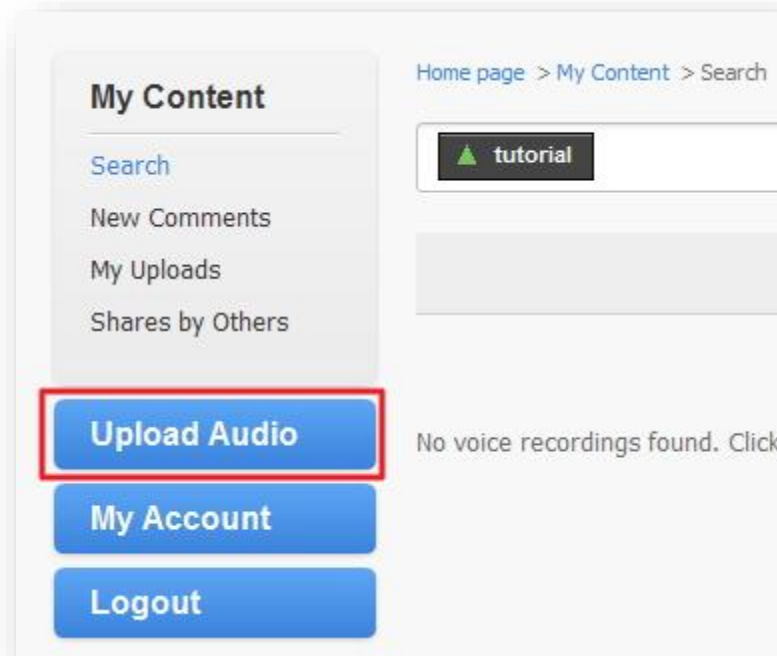
But what this tool *does* do is take care of a big chunk of the conversion from audio to text which, as we just discussed, is an otherwise time-consuming, costly, labor-intensive, and tedious process. In other words, it saves you the bulk of the non-value-added time that you would otherwise have to spend to do the translation.

You might be wondering about how accurate the transcription is. I've found it to be quite impressive, so long as you don't sound like Mushmouth from Fat Albert in your audio. Sure, I've had to correct a few words here and there that it got wrong, but overall it's pretty accurate.

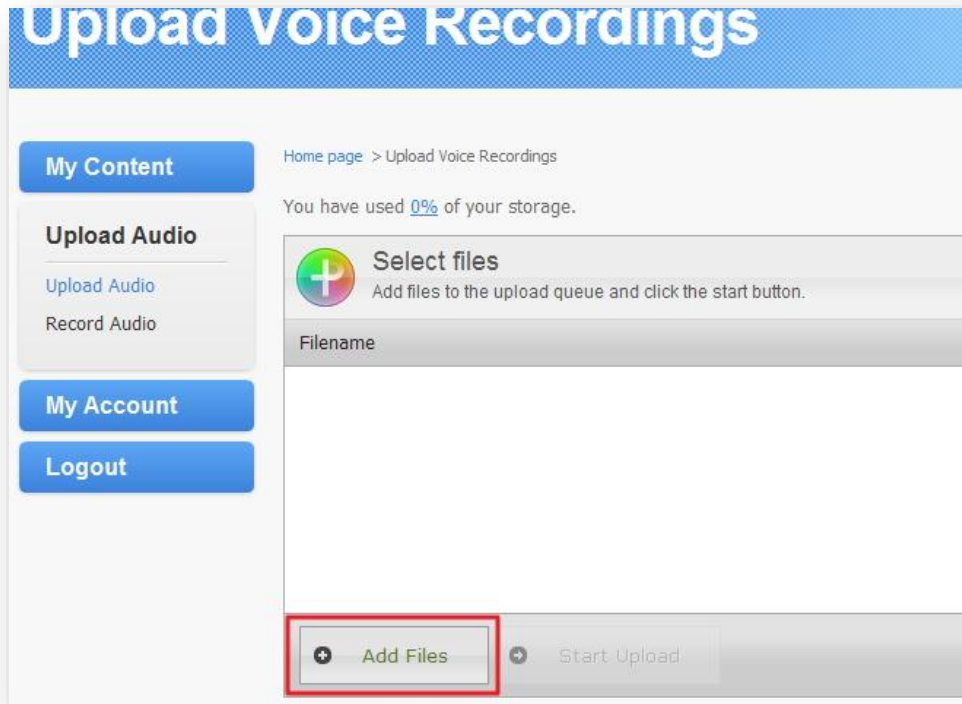
All that being said, here's how to use the site:

1. Go to <http://www.voicebase.com/>, click on the Sign Up button, and fill in your account information to register for the site. You will have to confirm your registration by clicking a link in your e-mail. NOTE: Be sure to click the "FREE" option under the [Choose a plan](#) section, and click the Get Free Account button.

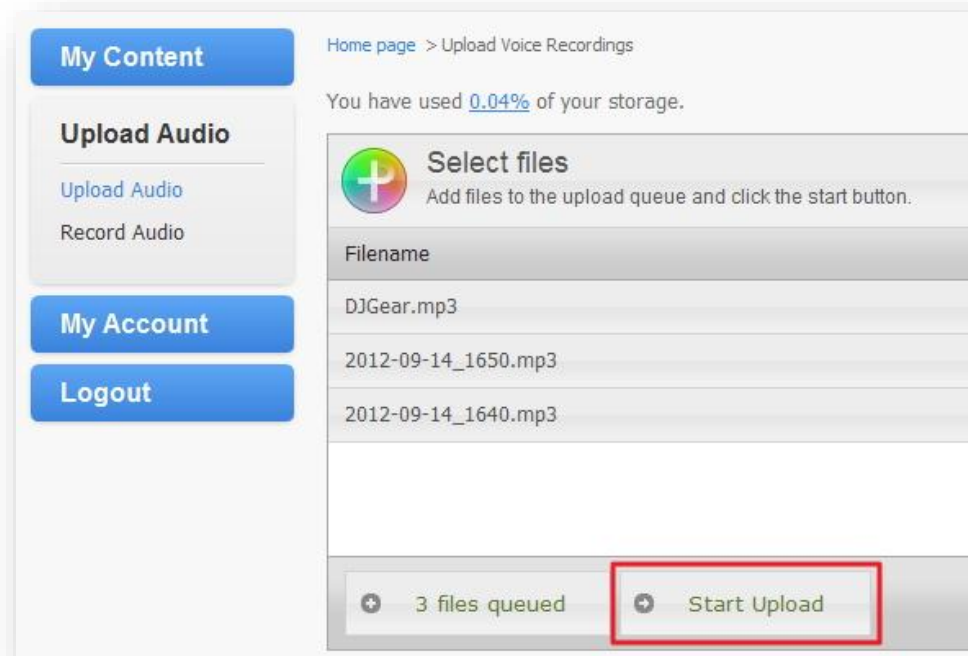
2. Once you've logged in, click the Upload Audio button to upload your MP3 file.



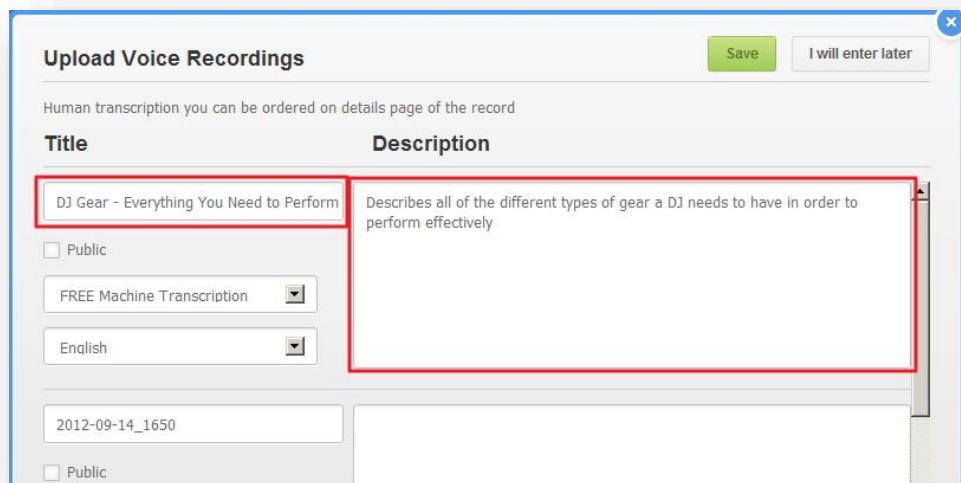
3. On the next screen, click the Add Files button down at the bottom.



4. Add all of the MP3 files you want to have transcribed, then click the Start Upload button.



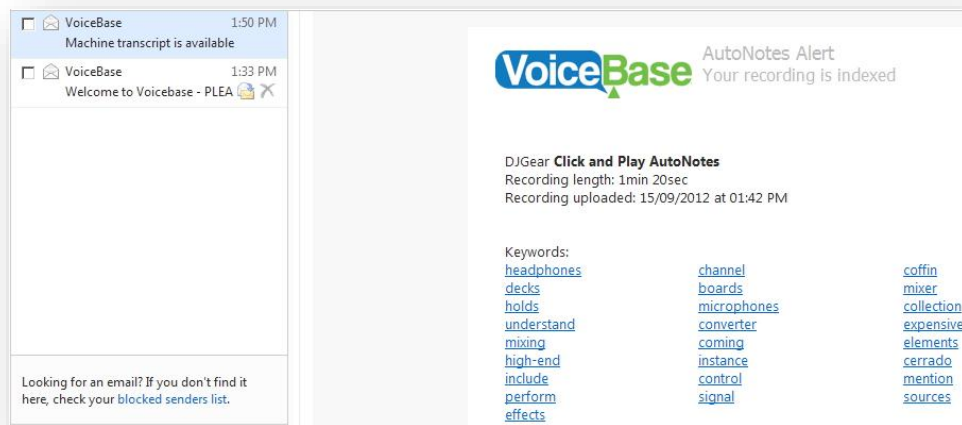
5. If you like, you can enter a title and description for each file/transcription to make it easier to remember which ones are which later on.



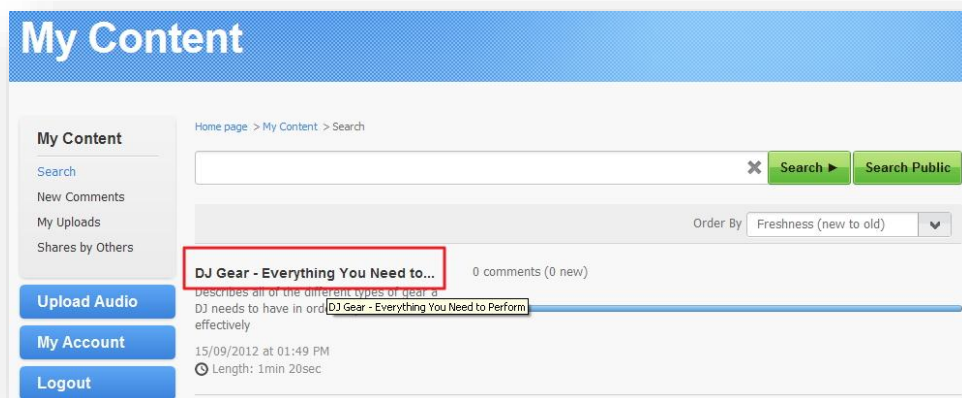
6. Now your files are uploaded, and VoiceBase's machine transcription software starts going to work on them. It will take a little time for it to process before the transcriptions become available for you to view. How long you have to wait depends on the length of

the file, not surprisingly. VoiceBase commits to delivering your transcription in under 2 hours. In practice, I've found that it takes only a minute or so for shorter files (5 - 10 mins).

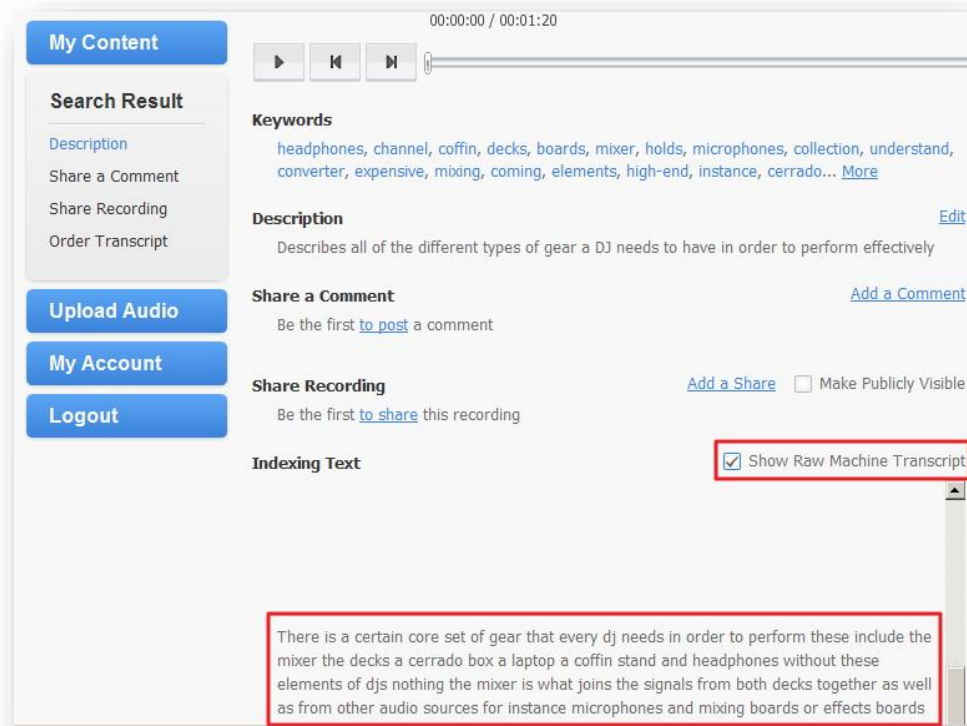
When your transcriptions are ready, VoiceBase will send you an e-mail telling you so, so you don't have to sit and stare at the screen waiting for them to become available. The e-mail looks something like the following:



7. Your audio file and transcription will now be available for viewing on the site. Click on the title of your file to view.



- To see the actual transcription of your file, click the Show Raw Machine Transcript box. The full transcription will display at the bottom.



- ... and now you have your text! You can now highlight and copy the text, and paste it into a document editor to start creating your report.

Which brings us to the final step...

Step 7: Producing the Report

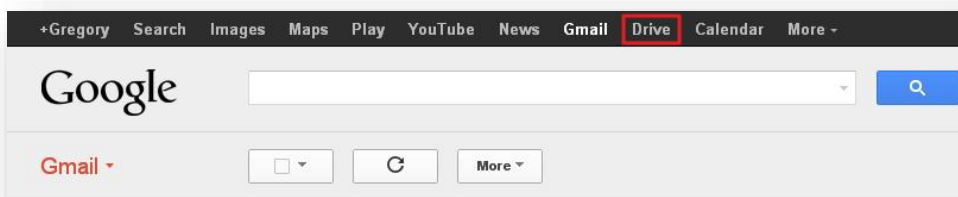
We're coming down the home stretch now. In the last phase, we distilled from our audio files the key ingredient we need in order to start creating the report, which is the base text. So half the battle is won already. To finish the job, we need to do just a few more things: First, we need to reformat that base text into a presentable format that's ready for publication. Second, we need to add images, including screen shots, wherever appropriate. And third, we need to output the file to a PDF. Let's walk through each of those steps in turn.

First we need a place to store and edit the text. I agonized a bit over which document editing tool to recommend for this one because there are several good ones. In the end, I settled on Google Drive as the preferred tool, for several reasons: It's free. It's easy. It's an online "cloud-based" tool, so you don't have to install any software. It does everything we need, including outputting directly to PDF. It even allows you to share your content, so if you wanted to, you could even use it to deliver the content to your customers. (I'm not going to talk about that last part though, because that gets beyond the scope of product *creation* into *distribution*, which is a whole other topic!)

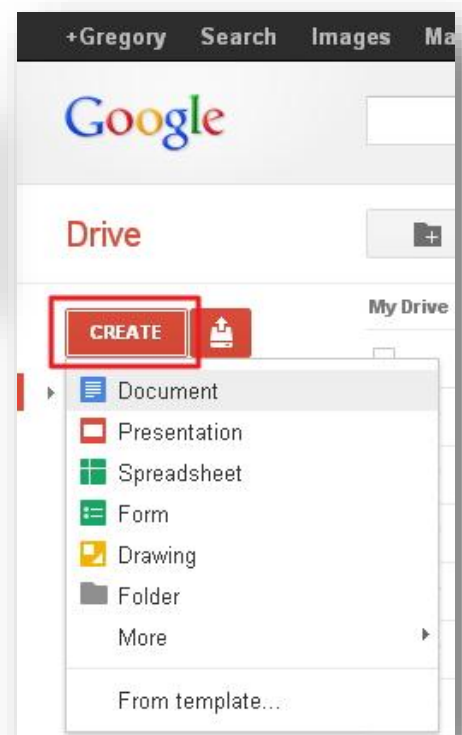
Another benefit of Google Drive is that a good number of the people who read this report will already have access to it, and might not even know it. All you need in order to get access is a Gmail account. If you don't have one, you can [sign up for one here](#). Once you've signed up, or if you've got one already, log in and follow me...

Adding Your Transcript Text to Your Report Document

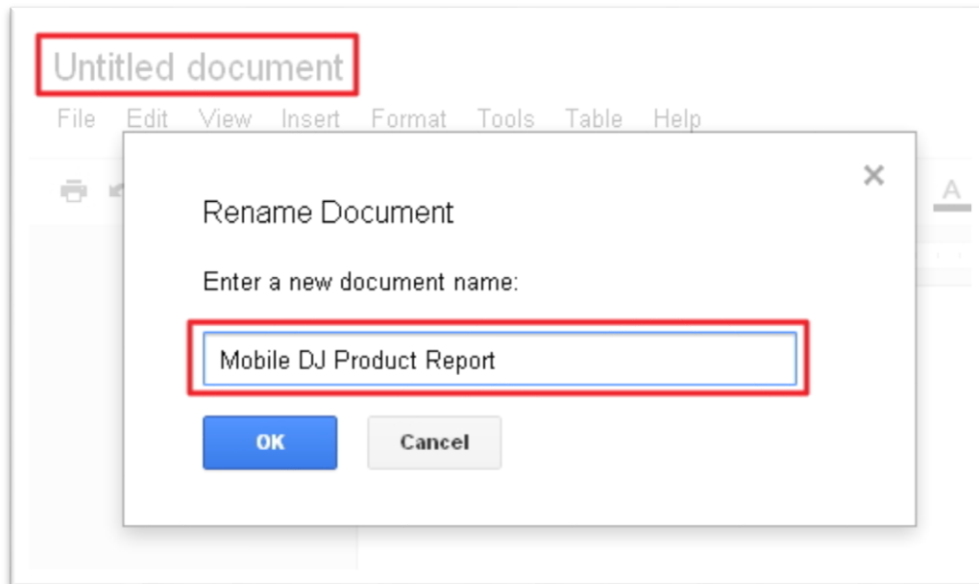
1. Log into your Gmail account. Click on the Drive link in the navigation bar on the top of the screen.



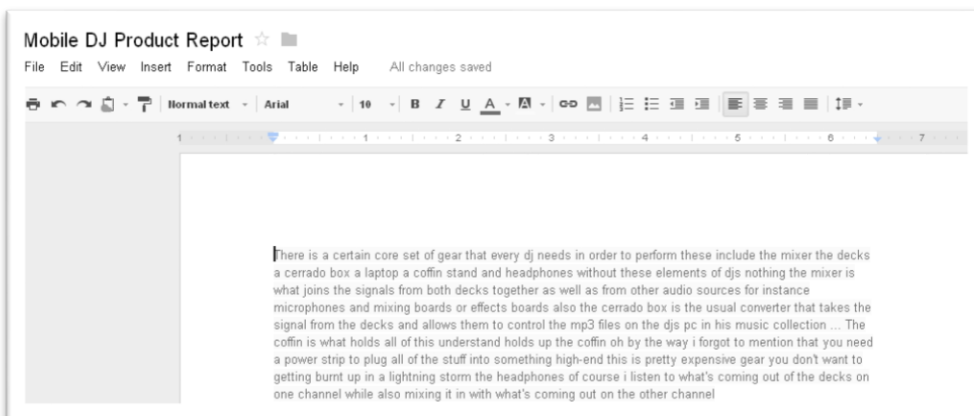
2. Click the Create button and select Document from the menu.



3. Click on "Untitled document" in the upper left-hand corner of the screen and enter a name for your document.



4. Paste the text you copied from VoiceBase in Phase XX into the body of the document.



5. If you have more transcripts for other audio files in VoiceBase, copy and paste the rest of those into your Google document.

Now you've got all the raw materials for finishing the text of your report! And just as importantly, you've got them stored in a fully-functional document editor that allows you to format your text in pretty much any way you'd want. If you're already familiar with other common word processing software like Microsoft Word or Open Office, the Google doc editor should be a cakewalk for you to pick up. So go hog wild. Add your titles, punctuation, your bold & italics, bullets, numbered lists, hyperlinks, your images...

Oh yeah, and speaking of images...

Adding Images to Your Report

You've heard the phrase "a picture is worth a thousand words". This is especially true when it comes to reports like this where you're explaining a complex topic. Certain concepts just can't be described as effectively with words as they can be with a good graphic.

If we had unlimited time and cash, we could spend countless hours and dollars working with graphic designers and photographers to build fancy, eye-popping graphics to spice up our report. But again, that's not the paradigm we're working in here. We've already laid down the gauntlet for creating our product: free, and in under 2 hours.

Fortunately for us, there are free, no-hassle ways of getting the high-quality graphics we need for our product. I'll tell you what those are in just a minute.

But first, I need to tell you exactly what types of graphics we're going to be dealing with. For a report of this type, we're basically talking about two kinds: *stock images* and *screenshots*. Let's talk about each of those in turn.

Stock Images

Stock images are images that have already been created by a professional and are made available for use by the general public. Often, the owner of the rights to the image will want to charge fees or royalties for use of their images. Obviously, those aren't the ones we're interested in here. In many other cases though, the images are available for free. *Those* are the ones we're after.

Getting Free Stock Images

Finding free images is easy, and you can do it with a tool you're already familiar with: *Google*. That's right, with just a few extra clicks in Google, you can search for free images like you would search for anything else you wanted to find. Here's how:

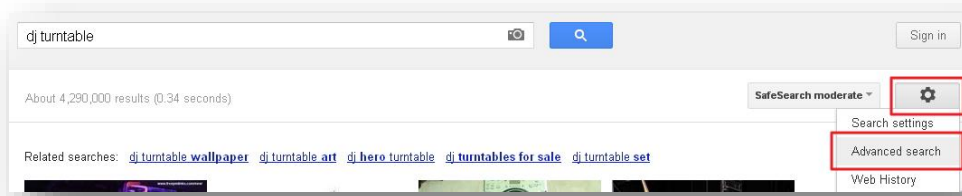
1. Go to [Google](#).
2. Click on the Images link on the top navigation bar.



3. In the search field, enter the keyword or phrase for the type of image you're looking for and press the Enter key.

You will see a bunch of results for your image search. Some of these may be available to download for free, but most will not. So we've got to filter out the non-free ones.

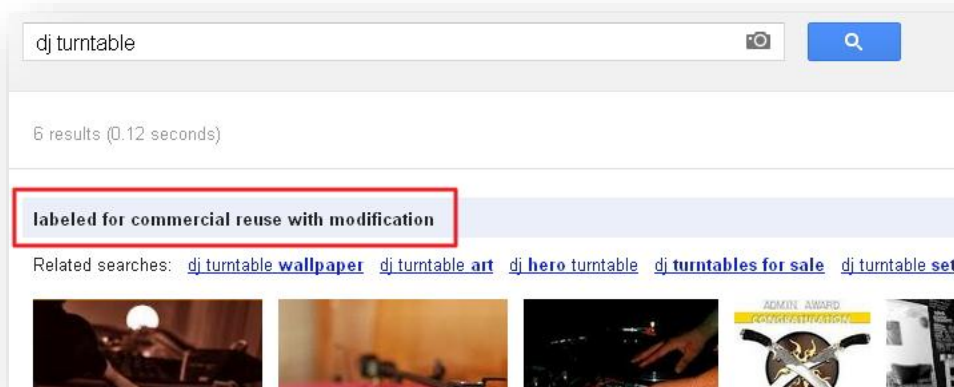
4. Click on the gear icon in the upper right-hand corner of the results screen and select "Advanced search".



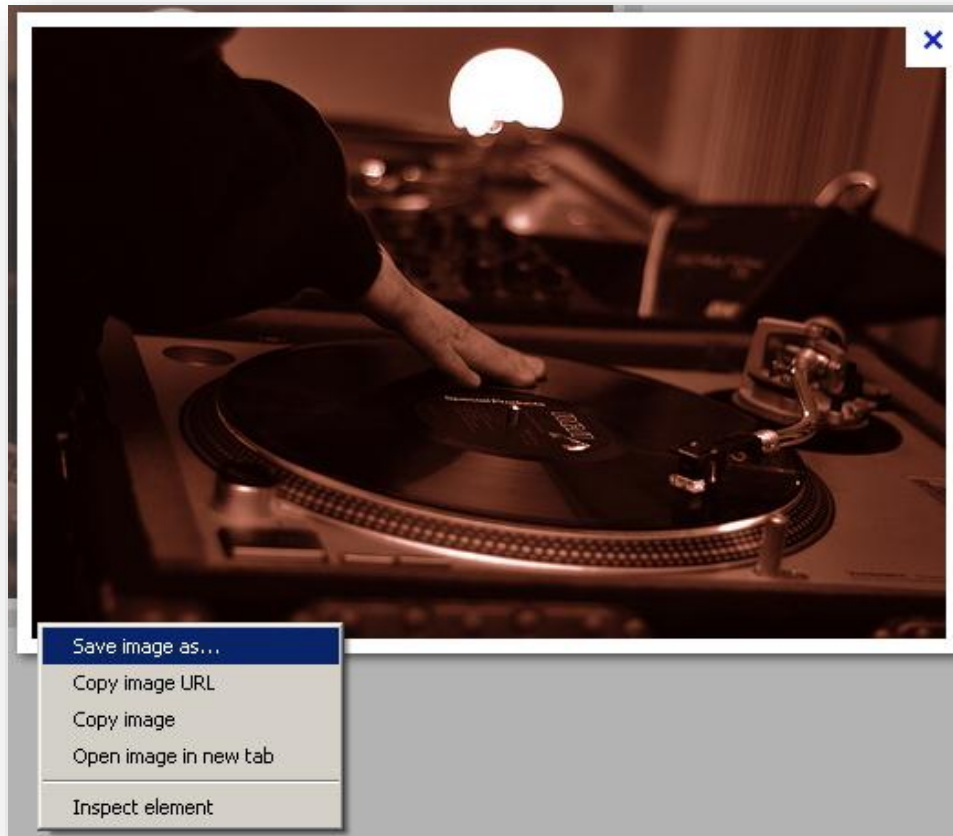
5. Scroll down to the bottom of the screen. In the "usage rights" field, select "free to use, share or modify, even commercially", then click the Advanced Search button.



Your search results will re-appear, but this time, with a filter on them that shows only the totally free ones. The ones that are not free to use will be screened out.



6. Now you can click on any of the images you want, then right-click on them and save them to your hard drive.



Done! Your stock images are ready for inclusion in your report, free and clear. No worries about the copyright police busting down your door in the middle of the night.

Screenshots

Screenshots, as the name suggests, are basically still shots (pictures) of a computer's screen at a particular point in time. You've seen tons of these recently; they've been sprinkled all over this report. As in this report, they're often used to demonstrate for the reader exactly how to perform a sequence of steps on their computer in order to accomplish a specific task. Sometimes they show the whole screen, other times they show only a section of the screen.

If your report is a how-to guide, like this one, then *screenshots are an absolute must*. And the best part is, they're really easy to get using a tool you *already have and are familiar with*. Know how I know that? Because it's a tool we've already used in Step 1 of this process.

Read on...

Getting Screenshots

OK, here's the best part about the screenshots – you already have them!

Care to guess where?

Think about it... What's the approach we've been using all along to create our content in new formats? We've been *distilling* that content out of previous formats and *re-purposing* it in the new format haven't we?

Well, I'm happy to say that we can employ the *same strategy here*.

So where can we get the screenshots we need from something we've already done? Where oh where could we possibly already have *images* of the screens we want to show people...?

That's right, in the *videos we created in Step 1*.

Again, why would we waste our time re-creating the whole sequence of steps we want to demonstrate, clicking this button and opening that screen, when we've *already done all of that in our videos*?

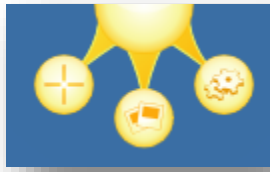
After all, isn't video really just a series of still images, or "frames", played in sequence really fast to give the impression of movement? And isn't a screencam video really just a series of *screenshots* strung together? You bet it is!

All we have to do is get those screenshots out of our video. We're going to do it by replaying the video on our screen until we get to the frame we want, pausing the video, and snapping the screenshot using [Jing](#). It's easy. Here, I'll show you how it's done.

Once you've installed and opened Jing, you'll start to see this floating gold orb lurking in the top center of your screen. Jing calls this its "sun". This is where all the action happens.

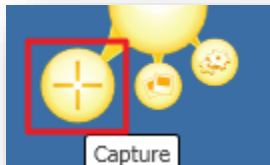


If you point your mouse at the sun, you'll notice that it grows three pods (rays, I guess) that you can use to launch different functions. The one we're most interested in for right now is the bottom-left one, which launches the capture functions.



To capture your screen:

1. Click the Jing Capture icon



2. Use the crosshairs to select the area of the screen you want to capture. The gold box will tell you which area you have selected.
3. Click the 'Capture Image' button.
4. Then click the 'Save' button.



If the screenshot is suitable for inclusion in your report without any further modification, you can save it right from here by clicking the Save icon down at the bottom and specifying where on your hard drive you want to save it to.

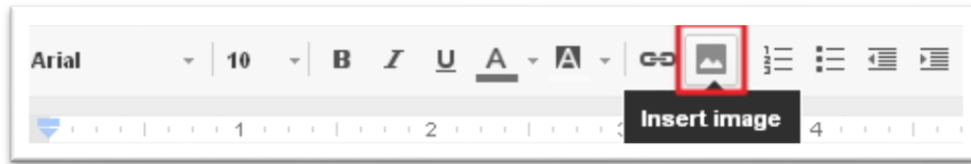
However, in many cases, you'll want to call attention to specific areas of the screen in your screenshot. Jing gives you the tools to do this easily using the buttons on the left-hand side of the image editing window. You can use these tools to draw arrows, draw boxes around things, add text, and add highlighting.



Once you've added all the extra visuals you want to your image, then you can save the image the same way I showed you above.

Adding Your Images to Your Report

Physically adding the images to your report once you have them is child's play in Google Drive. You just click the Insert Image icon on the top toolbar, find your image on your hard drive, and select it or drag it in.



Saving Your Report to PDF

So you've got your text formatted the way you want. You've got your snazzy stock images and screen shots in the right places. Maybe you threw a cover and table of contents in the beginning.

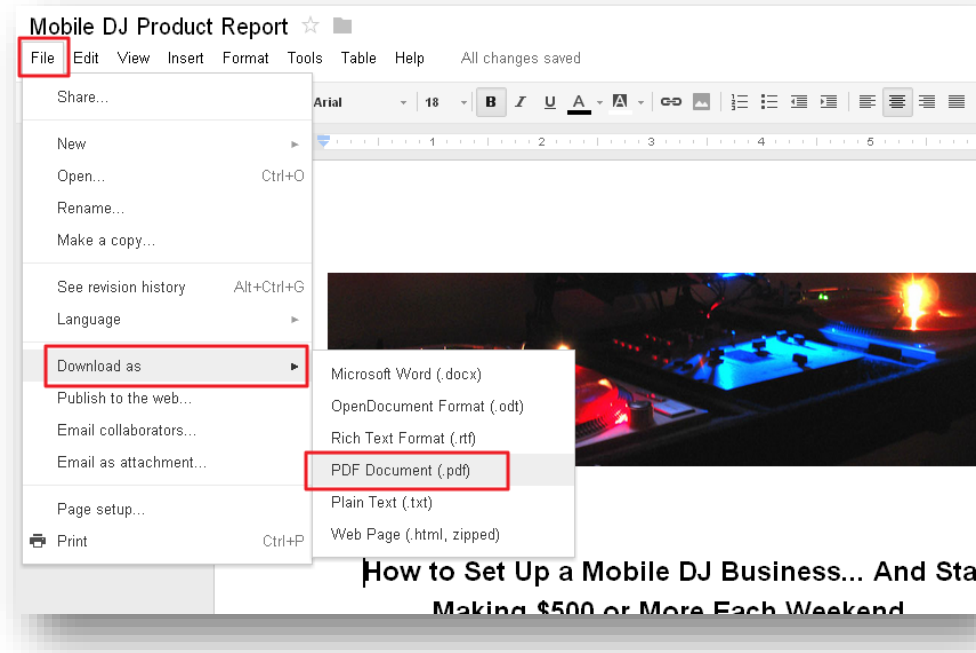
You're almost done!

The last quick thing you need to do to make the report fully race-ready is to save it as an Adobe Acrobat PDF file. You'll want to do this for a couple of reasons.

First, you want to distribute the file in the format that's readable to the largest number of people possible. That format is PDF. (That's why they named it the "Portable Document Format".) Pretty much anyone who does anything on the web has the free Adobe Acrobat reader installed on their computer and other devices, which is what reads PDF files. So unlike with a Microsoft Word or Open Office document, you don't have to worry about whether your reader will have the right software and the right version in order to be able to view your document; they will.

Second, PDF files are not easily editable without special software that costs money, and that most people do NOT have. So distributing your file in the PDF format gives you some basic measure of protection against someone editing your document and re-distributing the modified version.

As with adding images, saving your Google document to PDF is a cinch. All you need to do from inside the Google doc editor is click File --> Download as --> PDF document (.pdf) from the top menu.



... and you're DONE! Your report is ready to go!

Conclusion

OK, so you now know how to create a video product, an audio product, and a report all in under 2 hours, without spending a nickel. You've got all the tools you need to become a product-creation powerhouse. If you follow the process you've just learned here, you will achieve awesome levels of success in your business. How much success you achieve is only limited by how often you're willing to apply this process.

With what you've learned here today, you have no excuse not to be successful. So... what are you waiting for? *Get movin'!*