

THE GENIUS **In The Room**

**The Brand New Way To Easily
Create Share Projects To Sell
Online & Support Your Life**



The Genius In The Room

How to have fun & make money on the internet

Thank you for purchasing this “book”.

Inside you will learn how to re-create this project in as little as a couple of hours and then sell it online to an ever growing audience.

Paul Darby specializes in creating and selling fun products and services online that create a wonderful income for him and his family.

Additionally, Paul creates “How To” materials like this material you are reading now, that help his online friends and customers do the same thing so they can make a wonderful income too.

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What Is A Share Project?

A share project is simply anything you want to work on and share with others.

Typically for money, meaning you want to sell your project with everyone you share it with.

You will be able to share your project at first by purchasing solo ads, advertising on Facebook, sharing with your own list, and all of the other methods that those of us who market online use to get the word out.

Share projects can be videos, video courses, ebooks or pretty much any medium you want to work with.

This Share Project, “The Genius Within” uses video and word processing documents saved to PDF files to create the project.

Many things you have an interest in, is also something of interest to a whole lot of other people.

It is your choice what to use in your projects. The bottom line is you will record, type, whatever.. Some material, then save it and then post it on a website and offer it for sale.

So all you have to do is to pick something (a topic) that you are interested in yourself or that you want to share some info about and record an audio file, write a paper, record a video or whatever you want to do and let's get to sharing!

How To Create A Share Project

Let's assume that you want to do a share project like this one. It's a great example because you can see it in action and I used video, webpage building, contact capture, PDF's and word processing when I created this one!

So you can see all the moving parts as you enjoy this course.

First video.

You can use your webcam or your cell phone and then upload your video.

I like using Video Man, please see the resources section, because I have a complete recording studio and my own channel with special effects that show off my work. Plus there are no ads like on YouTube to pull my viewers off of my site to something else.

Since most of us have a webcam, that is easier as it is one step less than using a cell phone. Cell phone videos are easy too and all you have to do is connect your phone and download your video to have it on your desktop to work with!

Researching New Topics For Shares

There are many ways to find topics to share, I will start you out with just five of them which will get you about a zillion topics and that should be enough to get your started and producing your own Share Projects for a long time.

You may go to a browser window, like Google and type in a subject you are considering.

Next watch the “fill ins” that Google offers you as you type. These are the words and phrases that others have typed in that are similar to what you are typing.

This is totally cool because now you know what others are looking for.

You can do the same thing as Youtube.com. On Youtube.com you can also go to each of those listings and see the counts listed for the videos that come up.

This is a good way to see how popular a topic is!

Find yourself a winning topic and you may have an instant winning product “Share” to sell!

The third way is to go to a service like <http://ClickBank.com> and look in their Marketplace to see what they are selling.

ClickBank also has a listing under each product titled, “Grav” this stands for Gravity which is how many affiliates are making money with this product.

Your fourth method is to look around the room you are in and perhaps walk thru your home. Look for things of interest to you...

What about books, pictures, items from a hobby like tennis or golf? How about just cool stuff you have like a camera or entertainment device?

You are looking for things you like, because other people probably like those things too.

And you can write on, or make a quick video about it and then post it online for sale as a “Share”.

And example would be, I just looked up and noticed my big fancy microphone I use for pod casting on my desk. So I could write up an article about it and then list my affiliate link that cut me in for some of the profit when it sold.

You can become an amazon affiliate and find almost anything on the planet

Setting Up Customer Communicators

It is vital that you be able to communicate with your prospective customers and your current customers.

Why? Because you want your prospective customers to hear from you until you give them a good enough reason to purchase from you and you already know your customers like, “how you talk online” and they buy from you...

The easiest customer you will ever have is a current customer when you have a new offer to share!

The main two methods of contact with your prospective and current customers online is, email and SMT.

Because both methods are very effective, I like using both. I choose the one that is most applicable for each project and that's the one I use.

For example, I have prospect lists where I have a notice to put in your cell phone number so you can get a first notice when a product or service goes on sale again!

Just note that people often do not purchase the first time they see something online.

So you get to send them a new reason for them to buy “Today” every couple of days via your communications method of choice.

This is an awesome way to get orders and sales within minutes of announcing a new share.

As you build your lists from email and SMS to be larger and larger you will quickly find that your sales and income improve very quickly with your contact with your customers and prospective customers.

Putting It All Together

Here's what we have learned so far, how to choose a topic for a share project, how to record a share project and next we need to learn how to get new prospective customers to see our project and how to create our store so they can buy our new share.

First, let's assume we've decided on a topic for a share and we have decided to make it by creating a cool looking ebook.

Let's say our topic is "How to cut your hair at home for free and get great results".

I thought of this because I recently bought a hair trimmer from an ad I saw online.

So now, we can take a picture of it, or take a picture from the internet... we can do 30 minutes worth of research.. And make a word processing an then save it as a PDF file...

Next we can make a fancy cover and BAM! We've got a brand new ebook on a product that just sold tens of thousands of units!

We've got us a Share Project going that is already proven to be a big seller!

So you can take a cell phone video, you can find a video online, you can write up a little paper on the coolest features of it and save the video link and the PDF file and now we're going to build us a store to put it in.

There are many hosting services. I like <http://GoDaddy.com> because they offer great customer service 24/7 and when I have a question and call them up at 3:00am there is always a support rep who is very good, to answer my questions.

You can purchase yourself a cheap hosting account, they run about \$4.00 or so a month, get a great new domain name...

Like, www.MyHomeHaircutTrimmer.com for about \$8.00 and now you are ready to start owning your own Stores online!

You will need a webpage creator.. My favorite one may be a bit pricey for some people but I have used them for years, they make BEAUTIFUL WEBSITES.. For an example see <http://MyTripWires.com> websites...

And by the way, did you notice I just put in a link to something else I create and sell online?

This is an excellent way to share resources, show other products and services and increase your sales and income!

So anyway I like and use <http://Convertri.com> and truly and absolutely love them.

There are about a zillion website and webpage creators online and to find cheaper one's all you have to do is type "webpage creator" in your browsers search bar.

Ok now you want a webpage to sell your new Share project.

Hopefully you have used the book creator listed in the resources section or even a free one online.

You can find free one's by typing in Free ebook Cover Maker in your browsers search box.

Now you have a topic, and make a video, (or not), make a PDF and word doc and have a website to show case it!

Creating websites is past the scope of this Share Project but let me invite you to attend one of my Live Web Events where I teach this stuff every Monday, Wednesday and Friday nights online.

Just visit: <http://PaulDarby.Online> and join in on the fun! The events are free and I cover stuff you can't imagine but will be very glad to hear about.

Resources to Build Share Projects

The list below is all the webservices I used to make this project come to life. Two of the links below are affiliate links, the rest are pulled right off of my browser windows as they are open for me to use.

Logo: <http://FlamingText.com>

book: Microsoft word and PDF

book cover: <https://app.myecovermaker.com/>

Sound Track: <http://EpidemicSound.com>

voice recorder: <https://online-voice-recorder.com/>

Video Clips: <http://ClipShare.com>

Images: <https://pixabay.com/>

website builder: <http://Convertri.com>

SMS texter: <https://my.textmagic.com/>

Traffic: <http://MrXPremiumTraffic.com>

Video creator, editor, uploader and channel: <http://VideoManPro.com>

Thank You!

I very much appreciate you purchasing my latest share project, The Genius In the room!

I have attempted to make it entertaining and to provide you with simple instructions that you truly can follow to create your own share projects that will make you money online.

If I can do anything in the future for you please email me, paul@pauldarby.online or come to a live event as mentioned earlier in this book.

All my best, let's get to sharing,

Paul Darby

PaulDarby.Online

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