

The **INFO PRODUCT** Avalanche Effect

& The Secret 6 Figure Trigger



Jason Fladlien

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The Avalanche Effect

AKA “The 6 Figure Trigger”

I know it doesn't sound real.

But the truth is, you can create a new product online in **2 hours give or take** and launch it to the perfect customers who are *ready to buy right now*.

Your first sale of this highly targeted product is powerful enough to trigger a **6 figure avalanche** into your bank account.

I'm Jason Fladlien. In this short report, I'm going to share the secrets behind the \$4 product that triggered my own 9 figure “money making avalanche.”

I'll also show you how everyday people like Maddi have made as much as **\$4500 within 24 hours** of launching a new product. He only did **8 hours** of actual work before the launch.



These products sell so well that folks often make 6 figures *with only a few hundred customers*.

Before I get to that, let's get a couple of things clear:

This works even if you're not an expert or you're not good at marketing. This works even if you've never had any luck selling products online before.

It also works *even if you've never run a profitable ad*, and it works even if you don't have any technical skills at all.

The way it works is by tapping into a specific business model (with a *twist*) that's responsible for...

 **OVER \$1 billion dollars** of sales per day.

I have brought in 9 figures with this business, but *you don't have to be a master like I am*. It's possible for you to get a piece of that daily \$1 billion+ pie, too.

I'm going to give you exclusive access to my method here in this report and *you can copy it*.

Before I give you the specifics, let me tell you a little bit about who I am.

My name is Jason Fladlien. My 9 figure business all *started with a silly \$4 ebook* that was only 7 pages long.

It took me less than 2 hours to make the \$4 product and there was a typo in the first sentence.

Yet that didn't stop people from buying it. The first \$4 sale triggered a *money making avalanche that changed my life forever*.

It All Started On November 12, 2007

The day I made my first \$4 sale, I didn't even have a bed to sleep on.

I was sleeping on the floor in Coralville, Iowa when the first dollar that would snowball my fortune hit my bank account.



Always remember that *a single snowflake triggers an avalanche*. Everyone starts with one sale. That's your first snowflake.

Yes, it is a *special* snowflake because it could be the very beginning of your online fortune! You simply need to know how to *capitalize on that momentum* to **trigger an avalanche that turns into a 6+ figure business**.

Since my first \$4 sale, I cracked the code on how to sell *simple products online*. It's generated **over \$100 million in 14 years** for me.

I've optimized these "Product Creation Secrets" over the years with *hundreds* of product launches and case studies. I became a millionaire before the age of 30 with these secrets.



Today I will prove to you that they work whether the economy is booming or in a recession. As you'll see, recessions actually accelerate the growth of this business model.

As a result...



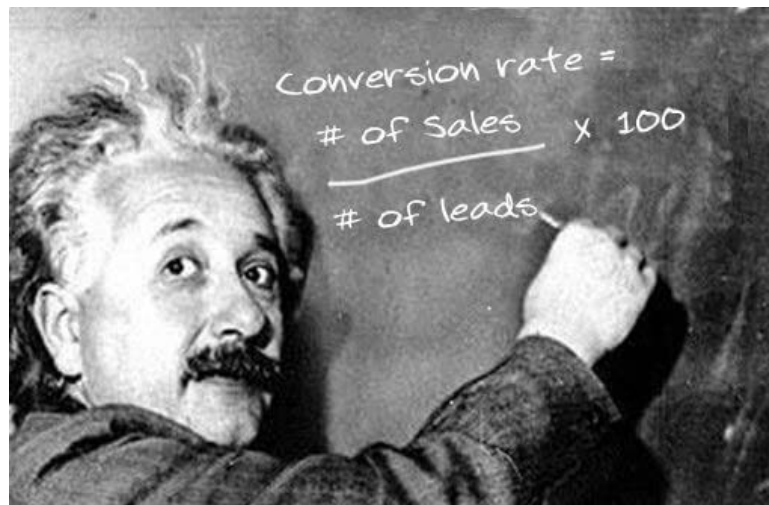
**The markets for these products
have grown 148x...**

since I started teaching others the approach I used to become a multi-millionaire.

My method was still in its infancy when I showed it to Maddi.

The result? He made **\$4500 in 24 hours** and spent only **8 total hours** on product creation and the marketing materials.

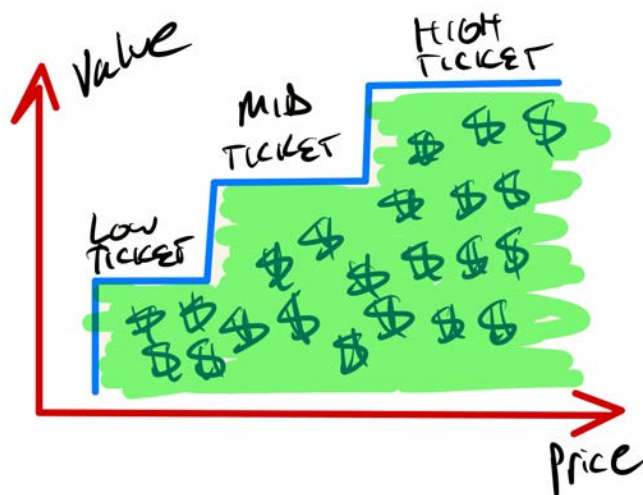
His conversion rate was insane: 1 out of 5 people who saw his offer bought it. *That is a 20% conversion rate!*



**Then, Jay Boyer made his first \$10,000 with this approach in
only 2 weeks.**

Jay took my secrets and ran with them. He's earned more than **\$45,000 in a single month** just by selling these products you can make in a day.

Next came Kieran, who *brought in millions on the back end* of his low cost products. That means buyers would start with his cheap entry level products.



Later they would **pay him thousands** for more expensive, high level products.

I could go on and on about case study results in this PDF, but it's easier to show you everything in my live webinar. I'll show you how my students like Maddi, Jay, and Kieran were able to pull off these incredible results.

Want a breakdown of my \$100 million method that makes sales in less than 24 hours?

Join me on this free webinar and I'll show you how it works.

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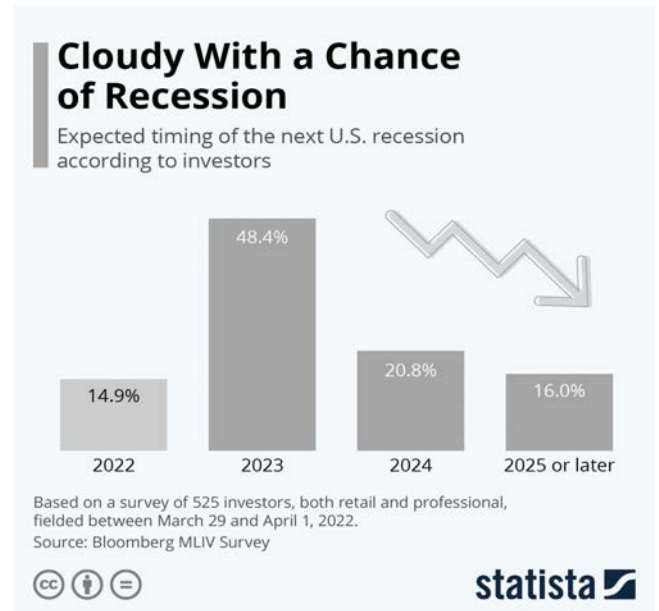
I'll show you what really works to make money online in a matter of hours.

Then, I discovered something even more powerful.

After the first dozen products, I noticed certain patterns that made *some products easier to sell than others*. So I tweaked my product creation method based on those patterns.

This method has been optimized to *make life changing sales right away* - sometimes to the tune of thousands of dollars in the first week alone.

Plus, this method has worked in every kind of economy since I started in 2007. Not even nightmare scenarios like the Great Recession of 2008, the slow growth in the 2010s, or the COVID-19 pandemic could stop the *avalanche of profits* for myself and hundreds of my clients.



🤔 Why am I sharing this?

Because it's *good for business*.

I have taught these product creation secrets for over a decade and the **high converting sales** keep coming. There has been no slow down of case studies like the ones you heard about earlier.

The more people I help, the more money I make. People like Jay and Kieran end up promoting me to *their* customers. True, most people I teach do not end up promoting me, but enough do to make it worthwhile.

I'm excited for you to experience this for yourself because my method shows you how to quickly **get paid thousands to help people** with their problems.

But I'm sure you want to know more about how the Product Creation Secrets works, right?

Well, the \$4 product I sold was a very short ebook. It was valuable to people because it **immediately helped them** with a specific and painful problem.

This is the magic of the “information product business” or what some people call “e-learning.”

Before I talk more about the Product Creation Secrets, let me explain...

Why E-Learning Generates Over \$1 Billion Sales Per Day 🤖

The e-learning market is so lucrative right now and will simply explode with opportunity over the upcoming years, **especially** in an economic downturn.

A recession or a shakeup like the pandemic actually **accelerates** the growth of e-learning and the sale of information products online.

Experts predicted that the E-learning industry would grow from \$107 billion in 2020 to \$325 billion by 2025. Those experts were *wrong* because no one could predict Covid-19... which changed everything.

In one singular year, the industry grew 3x.



E-Learning Market Size Surpassed
\$315 Billion In 2021

Source: financialnewsmedia.com/

Now, projections for the industry is that it will reach \$645 billion in market size by 2030.



E-Learning Market to reach USD
645 Billion in market size by 2030

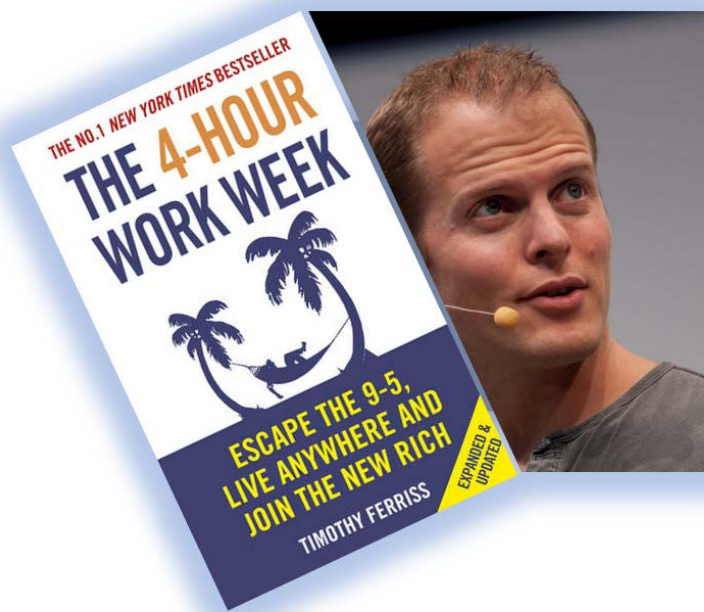
Source: Straits Research

When people face massive uncertainty, they seek out new information to improve their situation.

They turn to the internet to solve their problems, and often they end up buying information products. But most info product creators don't properly solve problems with their products.

Later in this report, I'll tell you **the biggest mistake that product creators make with their products**. It's why most of them never make any money online.

If you avoid this mistake, you're already ahead of 90% of the info product creators out there. You will collect all their missed sales once you know this.



Do you remember the “Four Hour Workweek?”

The Tim Ferriss book was released just as the economic crash of 2008 unfolded. The book taught people to make digital products they could sell on autopilot online while they travel the world and have fun.

It was a very popular book as people looked for alternative ways to make a living during the recession.

During recessions like the one in 2008, **people need more information** because they are more worried about their livelihood. People know they need to develop skills to stand out from everyone else at their job.

A lot of people get laid off and have to enter a **new market with new skills**. So they learn from books like the one Tim wrote. They also learn from other forms of information like audio and video.

The Problem With Info Products

If you do it the way most gurus teach... The process to create a product is long, tiring, full of research and hard work.

There is a *much faster way* *to make a lot of money online* that I have perfected over the last 14 years. It's so fast and effective, **you can even go from blank screen to your first sale in 24 hours or less** without all the weeks of research, testing, and positioning your expertise.

No one else is teaching this simple way of doing it. Everyone is convinced that making money with info products requires you to put in a lot of effort and time first.

That's why you may think you need to be some brilliant expert with years of experience before you can make a book or course.

Meanwhile, I truly insist you **create the whole product in only one sitting**. Especially if you've never done this before! Otherwise, if you draw it out over days or weeks, it's almost guaranteed you'll never get it done.

That's why I developed my method to work **with** your procrastinating human nature instead of against it.

If you follow my process:

*You'll sit down with a blank screen and **when you get up, you'll have a product that can make you thousands of dollars within a week.***

Register For The Free Webinar

It's easier to show you how to Trigger A 6 Figure Avalanche on video than try to say it all in a PDF.

[Book Your Spot Now To Join Me On The Training](#)

Join me on this webinar and I'll show you exactly how information products can make you a fortune online and how it starts to work within 24 hours.



“Money, Hidden In Plain Sight” (What Your Competition Doesn't Know)

Using **information as an asset** is still in the early adoption phase, according to world famous research firm Gartner.

That means the masses are leaving a lot of money on the table by not launching **new revenue streams with info products**.

“Often directly monetizable information is hidden in plain sight,” Gartner vice president Doug Laney says. This hidden info is usually in the form of **unstructured content**.

In my method, I teach you to *briefly sort through the unstructured chaos* of the internet for a few hours. You'll find a **few key bits of information** that are **highly valuable** to a specific audience and you'll quickly package it for them.

“Every business is, can be, or should be an information business by monetizing information...” - Doug Laney, VP of Gartner.

But Why Would People Pay For More Info? 😊

I get asked this all the time. Why would anyone pay for information when there is already so much free information online?

Think about it like this. Every single person who makes a decision to buy anything has to use information to make their decision.

Most of us read online reviews, blog posts, PDFs, watch videos, and consume other kinds of information before we decide to buy products.

But most of the info online isn't good. *The prospect has to filter through 1000 pieces of information to find that 1% relevant to him or her.*

All you have to do is discover how to sell valuable information that is 100% relevant to your buyer.

Plus, the info business is a great business model. There are *no supply chain issues*, **profit margins are almost 100%**, and you can easily leverage your existing products as assets. Just change a few things and aim your tweaked product at a different market.

This is by far the most efficient, quickest, easiest way to make money online.

How Most Try (And Fail) With Info Products 🥹

If you're skeptical, I don't blame you. You're probably sick of people trying to sell you their courses.

You may have even tried and failed at selling your own products. It can feel like there's too much noise in the marketplace.

That's why in the webinar I show how to immediately get the attention of your ideal prospect so that it feels like you're speaking to them directly.

Most people who try to sell info products fail miserably at this because *they don't truly know how to speak directly to their prospect almost by name*. They also don't know where to **take advantage of highly targeted free traffic**.

In my webinar training, I'm going to show you how to avoid these mistakes and what to do instead.

I will also show you how to find the exact problem that your perfect buyer wants to solve TODAY so they **pull out their wallet on command** when they see your product...

You'll learn how to start and finish your product **in one afternoon** instead of struggling for months and then *giving up like most people do...*

And of course we'll make sure that the people who see your offer actually have money.

The biggest takeaway here is this. The thing that people fear most about online sales - traffic - is now your advantage.

Traffic Is Your Best Friend Now 😊

People fear traffic because *almost everyone focuses on the wrong customers*. After analyzing hundreds of products, I discovered one specific type of information buyer.

They're worth at least 212 times what the average customer is worth! Every market has them.



Simply focus on this one specific type of buyer and *you will never want for anything in life ever again financially*.

Lastly, people think they need to be a marketing superhero to make money with info products.

I've designed this method to work even if you're terrible at marketing and have no expertise at all.

Let's increase your income the quickest and most efficient way first. Then you can work on your marketing skills if you want to grow it into a 7 figure business.

You don't need to be a marketing genius to bring in a high 4 figures next week. Regular everyday people without experience or skills are doing it all the time when they follow the right formula.

And that's where most people go wrong. They think you need to be an expert at everything before you do anything. And that's why they never get started in the info business.

The Secret Sauce = Relieve An Immediate Pain ASAP!

Our info products are like Advil or Tylenol. They provide quick relief to our buyers within minutes.

Your competitor's products are like vitamins or supplements. They provide a benefit that will only be experienced in the distant future.



But your prospects are in pain today. And some are in so much pain that *they'll do almost anything* to get rid of it. They'll certainly pay a few bucks on a short info product.

That's why the typical problem of finding traffic gets flipped on its backside with my approach. Within minutes, we already know exactly who we're looking for and where they hang out online.

It's not a "one size fits all" approach. *We curate relevant information for a very specific audience who is ready to pay for help now.* **Traffic will never again be a problem for you, only an advantage.**

Next Step: Make 6 Figures With Only A Few Hundred Customers

Not only can you make thousands with a simple "front end" info product like a short ebook, but if you can solve one problem for a customer, they'll often end up begging you to solve other problems for them - and be eager to pay you to do so.

You can also partner with other experts to create additional products, sell your own services, or sell existing products for an affiliate commission.

My approach shows you how to do that seamlessly so you increase your income from the same buyers who purchase your ebook.

This is how we build a recession proof business with info products regardless of whether the global economy is up or down. During an economic downturn, people are more aware of their knowledge and skill gaps. They need your help even more.

*All you have to do is create a basic PDF in an afternoon, copy my marketing templates, promote it where your buyers are lurking, and watch the first snowflake turn into a financial **avalanche**.*

You can do whatever you want with this money. Invest it back into your info business, pay off debt, go travel, enjoy nicer restaurants or buy a new house. It's all up to you.

The questions on your mind right now may be:

1. How do I know which niche or market to pick?
2. How do I create the product in only a few hours?
3. What do I do with the product once it's finished?

If you'd like to know the answers to these questions and much more, register for this free limited time webinar:

Register For The Free Webinar

Discover how to trigger your 6 figure avalanche with one simple product you can create in a day.

[Book Your Spot Now To Join Me On The Training](#)

Join me on this webinar and I'll show you exactly how information products can make you a fortune online and how it starts to work within 24 hours.

So that's it. The **secret to making great money online** has nothing to do with how much you know or how good you are at marketing.

Most people throw spaghetti at the wall and hope something sticks. They have no clue how to make an info product that people actually want.

Other people give up because they don't know how to find buyers.

Info products have changed the way we consume information forever, and that's not going away any time soon.

As more people turn to the internet instead of universities and libraries, *you have the opportunity to take home a piece of the \$1 billion per day “info product pie”.*

There has never been a better time to trigger your **6 figure avalanche!**



Jason Fladlien