

Quick Start Kunaki

**“How to Turn Your Digital
Dust Into Physical Gold
In a Matter of Minutes!”**

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Why Bother With Physical Products?

If you're just getting started online it's easy to think that Internet Marketing is all about selling ebooks. And it's not hard to imagine why almost everyone thinks this either!

Ebooks are cheap to distribute, easy to duplicate, and come complete with massive profit margins guaranteed to make your eyes water.

How many other marketplaces are there where you can produce an unlimited numbers of your product at no extra cost?

Or where you can produce a product for cents and sell for \$47, \$97, or more?

Or where you deliver your product instantly to your customers within seconds of payment and even while you're asleep?

Digital products are quick to create and easy to distribute so no wonder almost everyone starts their information publishing career by selling products in this format.

If you want to make money by selling info products online then it's not hard to see that selling ebooks has some pretty huge advantages.

However, while selling ebooks should probably be a part of every marketers marketing funnel, there's another type of product that you can sell that has most of the advantages of selling ebooks....and then a few cherries on top too!

I'm talking about a type of product where you can sell the same information for a much higher price than an ebook, and still leave your customers raving.

I'm talking about a type of product that will help you stand out from the crowded ebook marketplace, and help you develop a powerful unique

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selling proposition that will allow you to stand head and shoulders above your competition in most info markets.

I am of course talking about selling physical products!

Now if you're anything like I was just a few short months ago then the thought of selling physical products is probably sending a shudder down your spine.

It sounds complicated doesn't it? It sounds like it's only something 'advanced' marketers could do?

Wrong!

You see, selling physical products can be just as easy as selling digital ones....if you know what you're doing of course.

In this special report I'm going to show you how anyone can turn their digital products into high value physical products....in one hour or less!

And if you're not convinced that this is something you might want to do for some of your current or future products then consider this extremely important point....

I sell a very popular product called [Automatic Traffic Blast](#) and my customers love it!

It's basically a set of video processes and manuals that you upload to your site and then pass to an outsourced worker and have them start generating floods of instant traffic for you.

(it's a pretty cool system and you should check it out by clicking [HERE](#) now)

Automatic Traffic Blast currently sells for \$197 + \$8.95 S/H and at that price it's an absolute steal!

But do you think I'd be able to sell this package for this price if it was a digital product with instant download?

Probably not. In fact, in a recent conversation with an experienced marketer who has tested this to death I was told that once you go above

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the \$97 level with a digital product, the refund rate goes through the roof.

This isn't something I've personally tested but I'm pretty sure that Automatic Traffic Blast will convert a lot better at the \$197 level as a physical product than it would as a digital download.

And the same is true for my extremely popular [Super List Building System](#) which contains more than 8 hours of advanced email marketing content.

What do you think? As a buying customer do you think you'd rather spend more money on this...



Or would you rather spend money on this...



It's important to understand that I'm not saying you should stop selling digital products. That would be crazy!

Digital products are fantastic and most marketers need these as part of their marketing funnel to appeal to those buyers who just aren't interested in having DVDs or CDs shipped to their door.

BUT if you're looking for a way to make your customers happier, provide more value, and make more money, then consider producing at least one physical product starting today.

Recently I shipped out the popular [Super List Building System](#) boxset to a whole bunch of paying customers, and within days I started to get a ton of unsolicited positive feedback.

Why? Because they were so overjoyed with the 'WOW' experience of opening the box and digging into the content that they just had to share how excited they were.

And let me tell you right now that it's a cool experience to have customers buying high ticket items and then going to the trouble of contacting you to thank you for the opportunity!

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So now we've talked about WHY you need to create some physical products, let me share with you a quick and easy way to get up and running in one hour less using Kunaki...

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Quick Start Kunaki Step By Step

Kunaki.com is basically a giant machine that will duplicate your DVDs and CDs on demand for a super low price (currently just \$1.95 per unit).

You simply upload your CD/DVD to the Kunaki facility by following the instructions below, and then you can click a couple of buttons and have your physical products distributed around the world.

There's no need to hold any stock. You don't need to order huge production runs. You just upload your product and then have it shipped whenever a customer places an order.

Pretty nifty eh?!

To begin, it's important to understand that Kunaki is a DUPLICATION service. Kunaki don't master your product for you, or produce it in such a way that it becomes distribution ready.

Kunaki will simply duplicate and copy whatever you upload to their system. Therefore to begin you need to burn your content onto a DVD or CD in such a way that it works on your computer or DVD player.

Kunaki won't fix any problems with your DVD...they just copy what you give them!

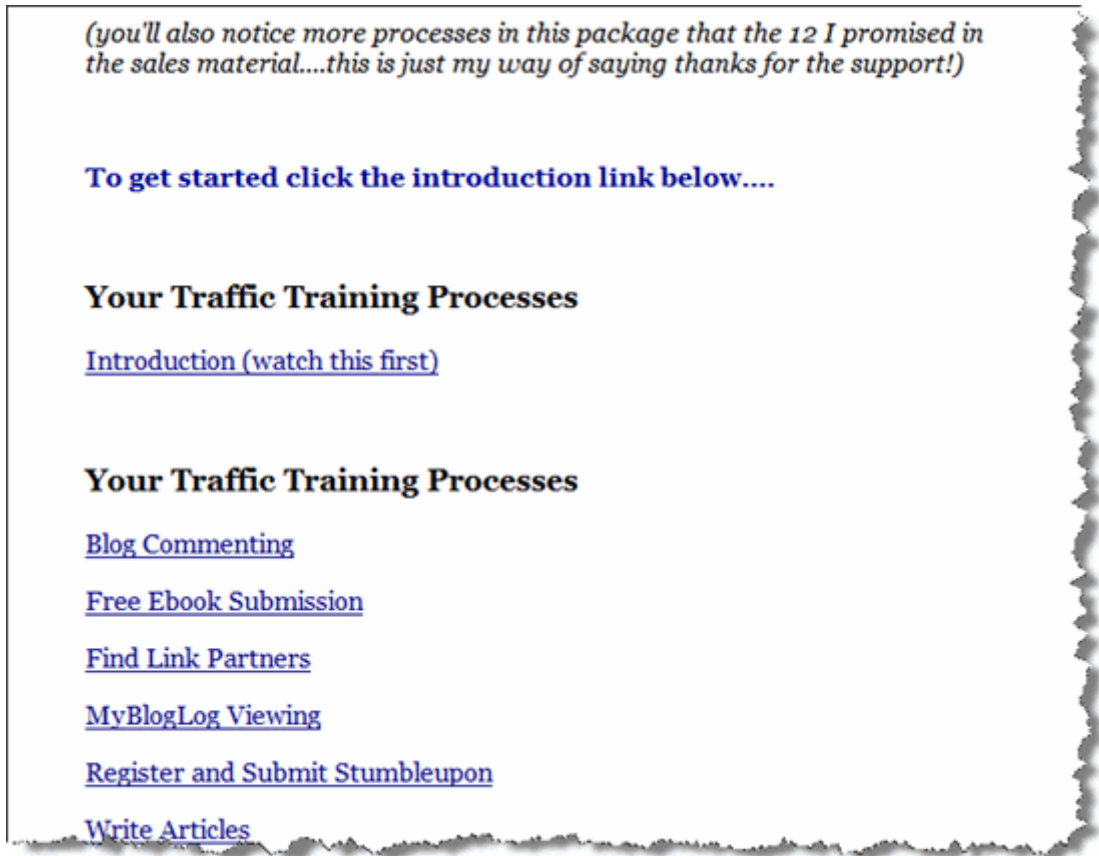
This is a Kunaki tutorial so I'm not going to discuss in any detail how to add your content to a DVD to make it ready for duplication, but if you do a few Google searches there's a ton of great content out there.

If you're just wanting to turn your PDF ebook into a physical product then you might simply want to create a basic HTML page which autoloads, and which contains a link to your ebook.

I use a similar system for my [Automatic Traffic Blast](#) product, and below you can see the HTML page that autoruns whenever anyone puts the

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DVD into their PC. When they click the links shown below a video training process and manual appears.



(if you wanted a quick and easy way to turn your ebook into a physical product then this would be my recommendation)

Alternatively you might want to use software such as Sony Vegas to create a fully featured DVD complete with menus and titles.

Below you can see the screen that loads when you place my [24 Hour Product Creation](#) product into your home DVD player.

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Once you have your DVD or CD ready to be duplicated it's time to visit Kunaki.com to create an account and upload your product to their facility.

(don't worry, it's not as scary as it sounds!)

home prices gallery frequently asked questions **new customer** customer login

Kunaki digital cd / dvd manufacturing and publishing service

- **Retail quality.** Full-color, glossy, fully assembled, cellophane-wrapped, retail-ready products with free UPC bar codes. We manufacture to high-quality retail specifications letting you sell your CDs and DVDs at CD-Baby, Amazon, and other retail outlets.
- **No minimums, commitments, or contracts.** And, no setup, mastering, or hidden charges.
- **No risk.** We send you a free review copy of your product.
- **Fast and simple.** Design, configure, and manufacture in one

Full color CD with jewel case	
Manufacturing / assembly	included
Full color CD printing	included
Jewel case	included
Full color 2-panel insert	included
Full color tray card	included
Cellophane wrapping	included
UPC bar code	included
24-Hour rush manufacturing	included
All inclusive price	\$1.75

Click the 'new customer' link above and then click the link highlighted below to download the Kunaki desktop software.

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Download the Kunaki CD / DVD Publishing Software below.

The publishing software will guide you through the process:

- You select the product type (audio, video, ebook, game, data), and enter product information like title, publisher, author.
- You select and design your dvd or jewel case and disc print. Use our automated design system or custom design your own.
- You select the disc content by selecting your existing source CD/DVD.
- Your product design, and content are compiled into a master product you test and review.
- You click the publish button and your master product uploads itself to our facility.
- Your publisher account is created for you and you can order your product by accessing your publisher account.

Click [here](#) to download the CD / DVD publishing software.
(You do not need a user account to start.)

Our small, simple, friendly, publishing software downloads in about 1 minute; does **not** use Active-X components, special drivers; and can be uninstalled easily.

Non-PC users click [here](#) for instructions.

This is basically just a small application that allows you to design your packaging and upload your CD/DVD to the Kunaki facility.

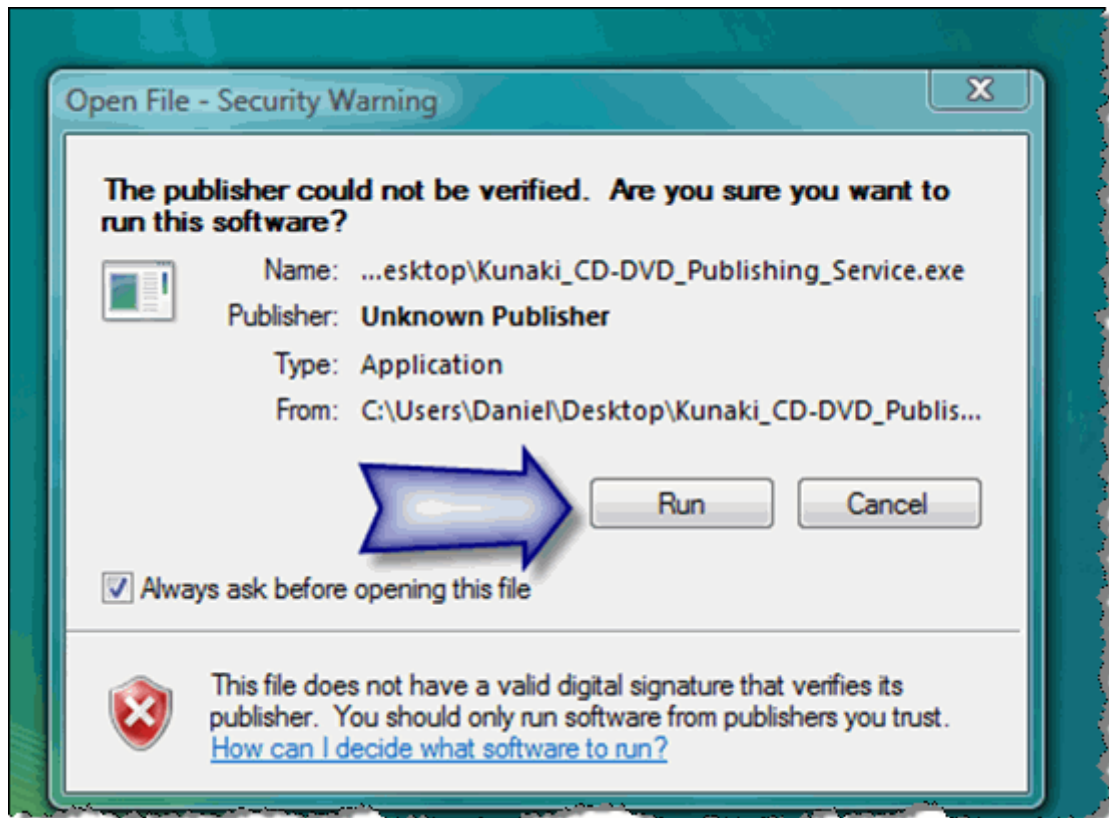


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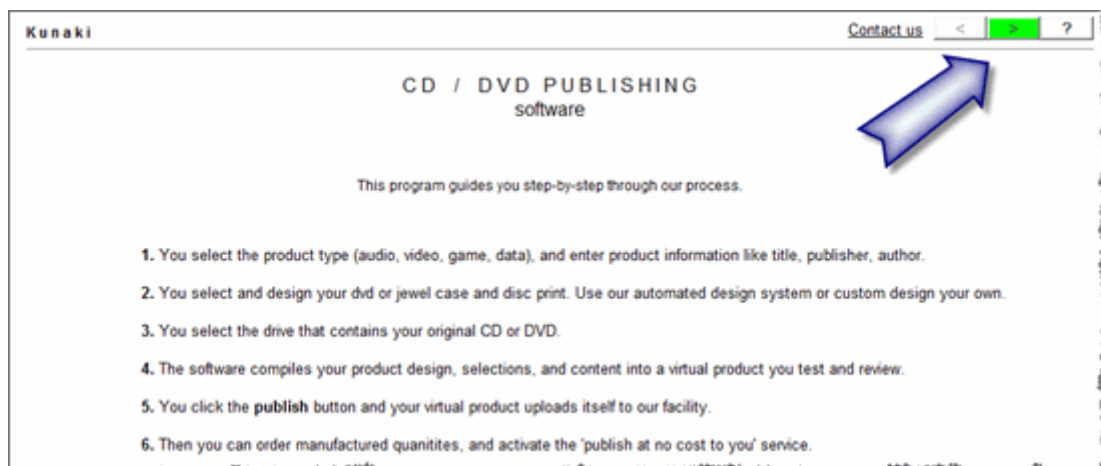
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Once it's downloaded you'll see a small icon like above. You need to double click this and then select 'run'.



Depending on the speed of your computer this might take a few moments, but eventually you'll see the screen below.

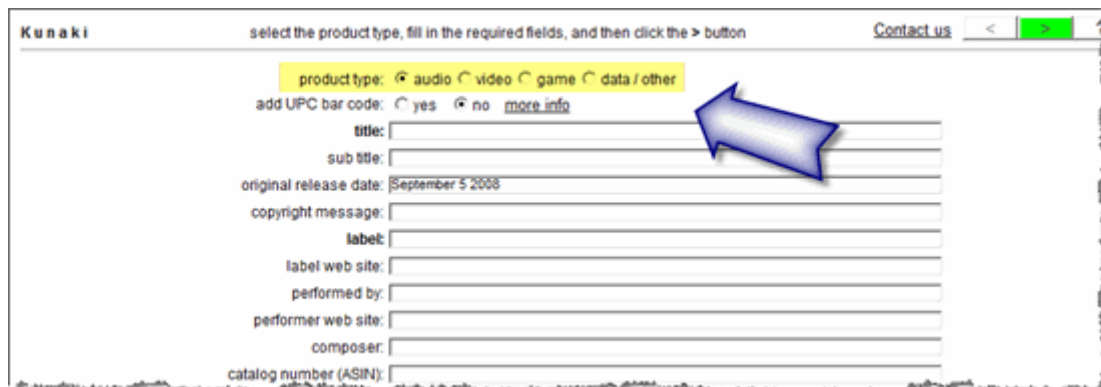


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Click the 'forward' icon as shown above and you'll then move to a screen where you have to decide what type of CD/DVD you'll be uploading.

[Automatic Traffic Blast](#) was a data dvd and so I selected 'data/other' whereas [24 Hour Product Creation](#) was a video DVD and so I selected 'video'.

When you've made your selection simply fill in the form below, making sure you complete all the fields marked as bold.

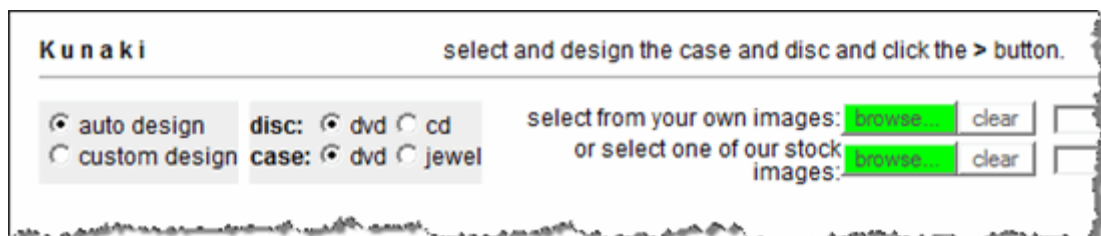


The screenshot shows the 'Kunaki' product selection form. At the top, it says 'select the product type, fill in the required fields, and then click the > button'. The 'product type' section has radio buttons for 'audio', 'video', 'game', and 'data/other', with 'data/other' selected. Below this is a section for 'add UPC bar code' with 'yes' and 'no' radio buttons, and a 'more info' link. The form includes several text input fields: 'title', 'sub title', 'original release date' (pre-filled with 'September 5 2008'), 'copyright message', 'label', 'label web site', 'performed by', 'performer web site', 'composer', and 'catalog number (ASIN)'. A blue arrow points to the 'title' field. At the top right, there is a 'Contact us' link and a green '>' button.

When the form above is complete click the next icon at the top right, and you'll then move to the cover design stage where you'll design the packaging for your new physical product.

By using the radio buttons next to 'disc' and 'case' you get to decide if you want your product created on a DVD or a CD, and if you want it to be in a DVD case or a CD Jewel case.

(for [Super List Building System](#), [24 Hour Product Creation](#), and [Automatic Traffic Blast](#), I selected a DVD in a DVD case)



The screenshot shows the 'Kunaki' cover design form. At the top, it says 'select and design the case and disc and click the > button.'. The form has two main sections: 'design' and 'disc/case'. The 'design' section has radio buttons for 'auto design' (selected) and 'custom design'. The 'disc/case' section has radio buttons for 'disc: dvd' (selected) and 'cd', and 'case: dvd' (selected) and 'jewel'. To the right, there are two options for selecting images: 'select from your own images:' with a 'browse' button and a 'clear' button, and 'or select one of our stock images:' with a 'browse' button and a 'clear' button. At the top right, there is a green '>' button.

You also now have the choice to use a design of your own for the packaging, or to use one of the Kunaki stock images.

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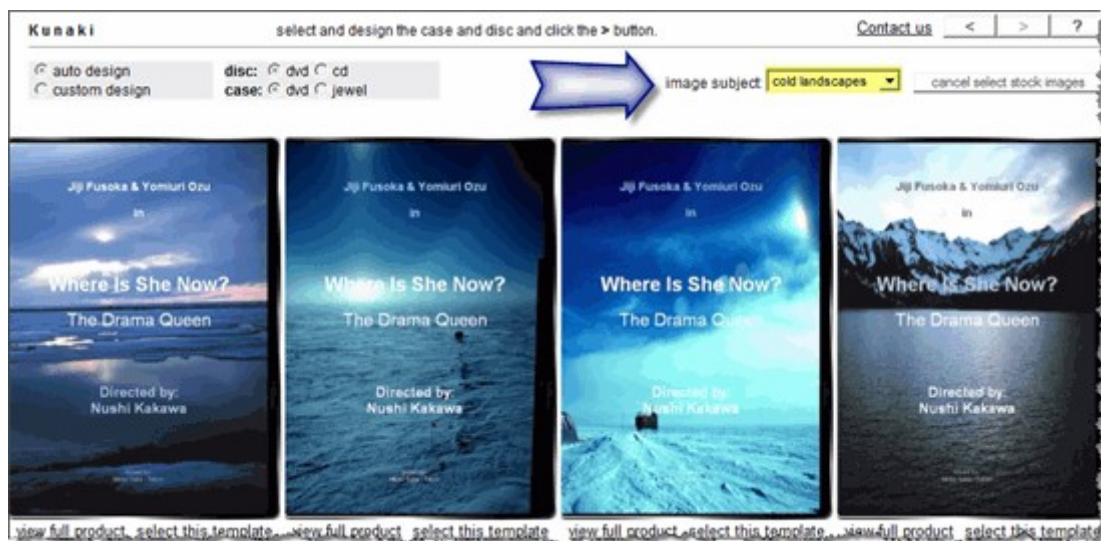
Kunaki do have a large library of images you can use, but it's worth pointing out that if you're looking for a professional finish then it's a good idea to consider spending the \$97-\$197 it would take to have a professional design you a cover that sells.

(I know you're not suppose to judge a book (or a DVD!) by it's cover but people do).

If you do opt to hire a professional make sure you specify that you'll be using Kunaki and you want the files delivered in a ready to upload format.

If you opt to use the Kunaki library images then once you've hit browse you'll see a screen like below.

From the drop down menu shown you can select different types of graphics, and when you've found the image set you like simply hit 'select this template'.



Your graphics will then 'render', and this process may take a few moments, until a screen loads showing you what your finished product will look like.

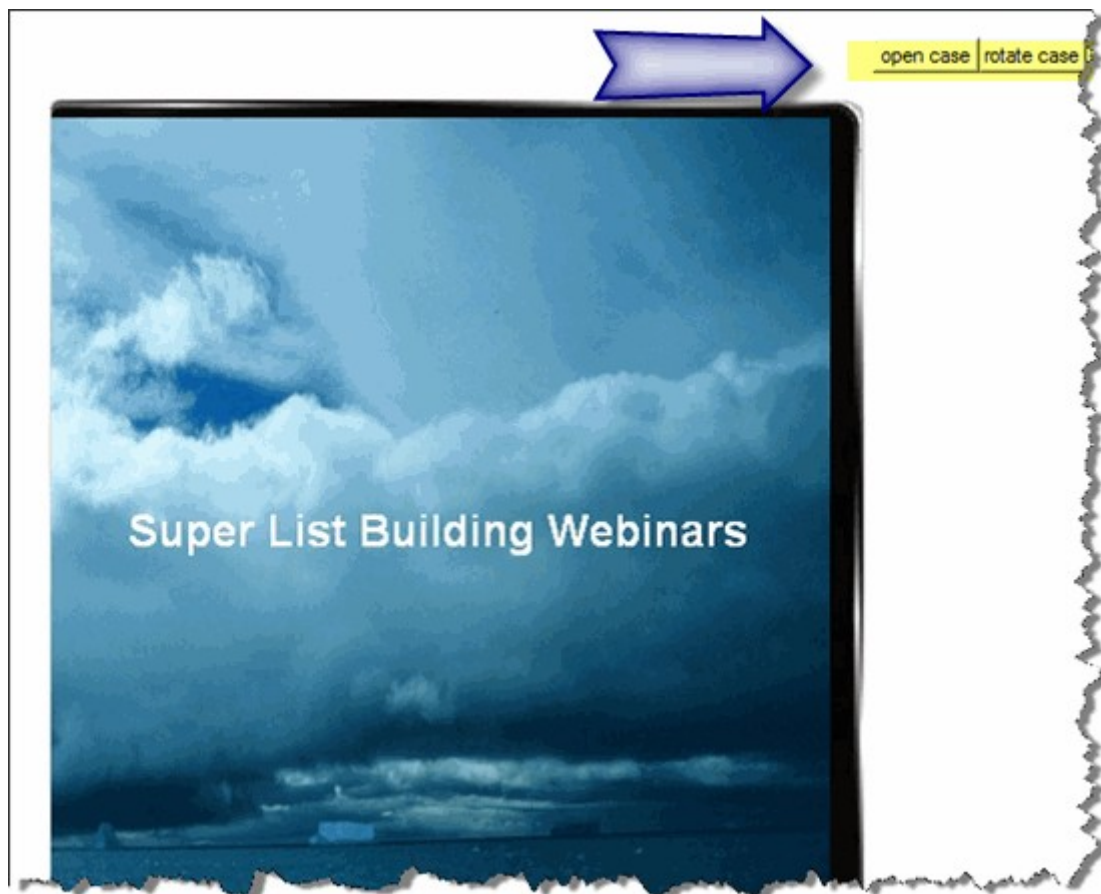
(if you're anything like me you'll probably start to get a little excited at

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this stage!)

If you click 'open' and 'rotate' at the top right of the page you'll be able to see what your finished product will look like from different angles.

Below is what the Super List Building System would have looked like with a Kunaki library image...

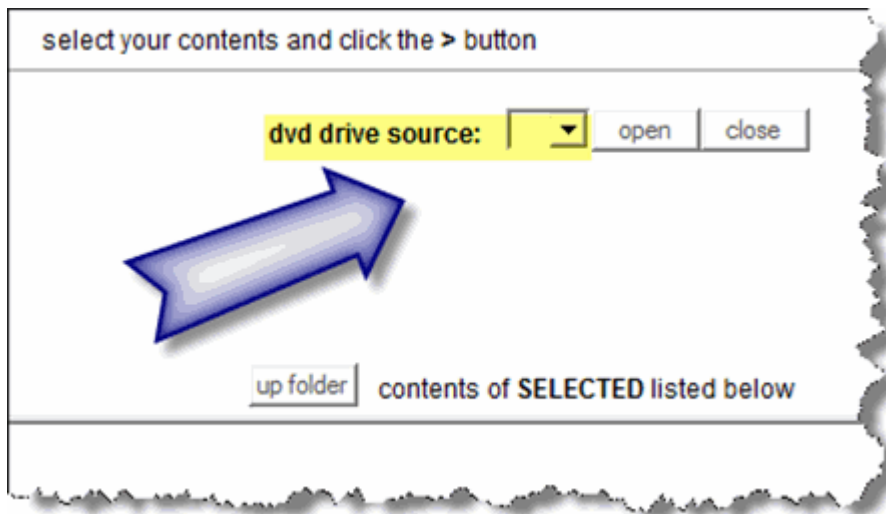


And here's what it looked like as a result of hiring a professional designer...



Once you're happy with how your graphics look then click the 'next' button at the top right of the screen and you'll now add your content to the inside.

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Load your ready to duplicate CD or DVD into your computer and then select the relevant drive from the drop down menu above. Once you've done this the content on your CD/DVD will then be added to the inside of the product you're about to upload to Kunaki.

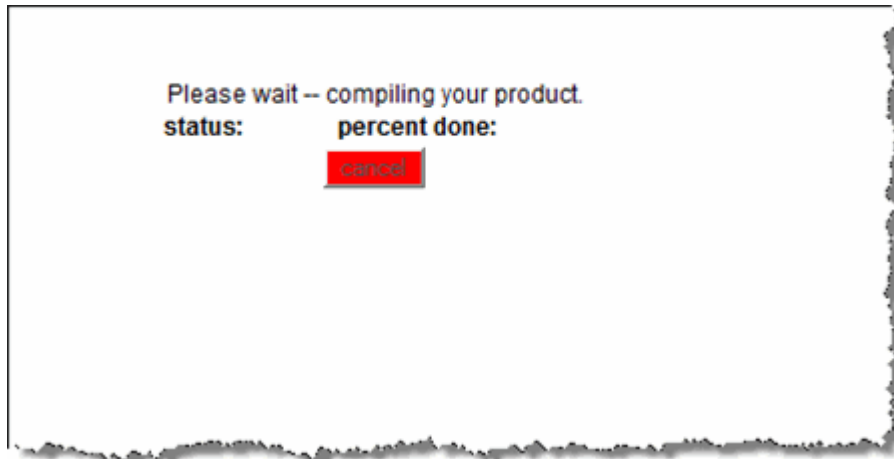
Hit next and you'll be prompted to save the work so far to your local PC.

Stick with it because you're almost there!

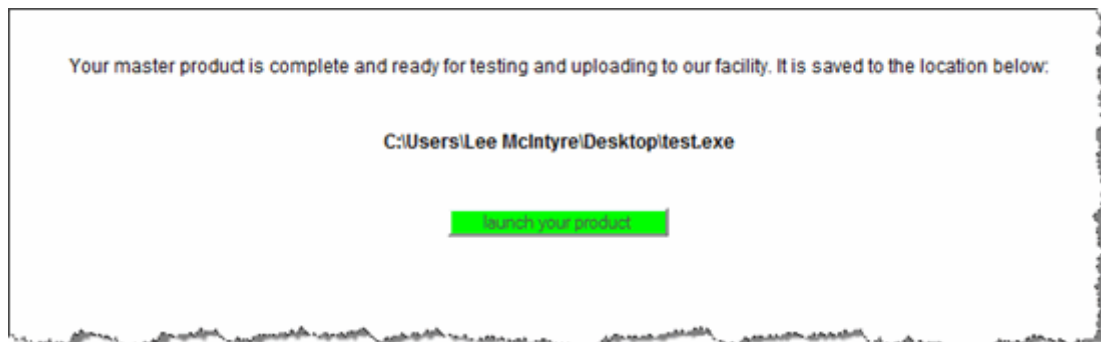
Give your work a name, select a location, and then click save.



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Kunaki will now 'compile' your product, and this process may take a few moments. When the screen above gets to 100% click next and you're now ready to launch your product to the Kunaki facility!



Click the green 'launch your product' icon and you'll be presented with a screen like below.

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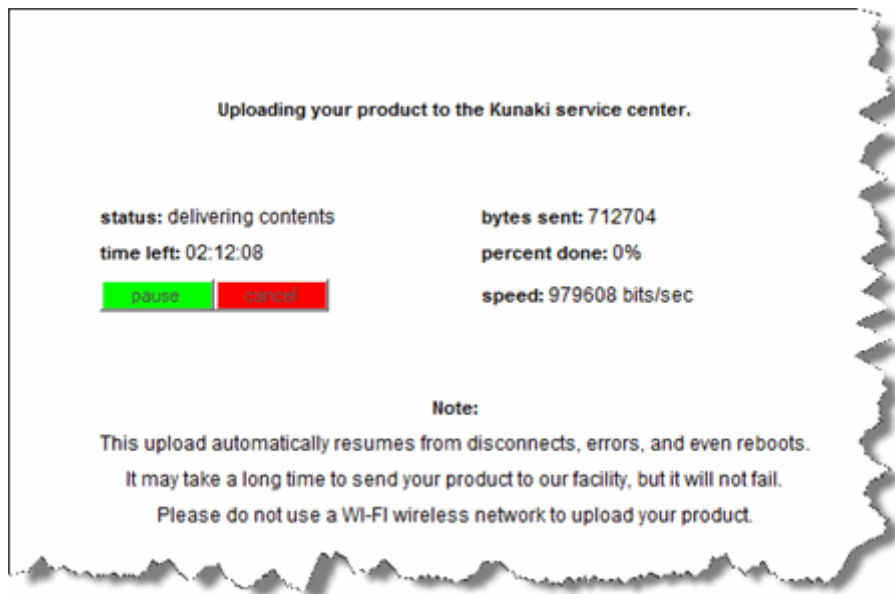
The image shows a web form with two main sections. The top section is titled "Registered publishers enter your email and password here:" and contains two input fields for "email:" and "password:", a green "publish" button, and a link for "forgot your password?". The bottom section is titled "New publishers enter your information here:" and contains multiple input fields for "email:", "select a password:", "confirm password:", "last name:", "first name:", "organization:", "division:", "address:" (two lines), "city:", "state/province:", "zip/postal code:", "country:" (with "USA" pre-filled), and "telephone:". It also features a green "publish" button and a red "cancel" button.

If you already have a Kunaki account then simply login and click publish.

If however, this is your first time using the service then you'll need to complete the form above to create an account, and then click publish.

(you'll only have to do this once though and once your account has been created you'll use this for all future products you upload)

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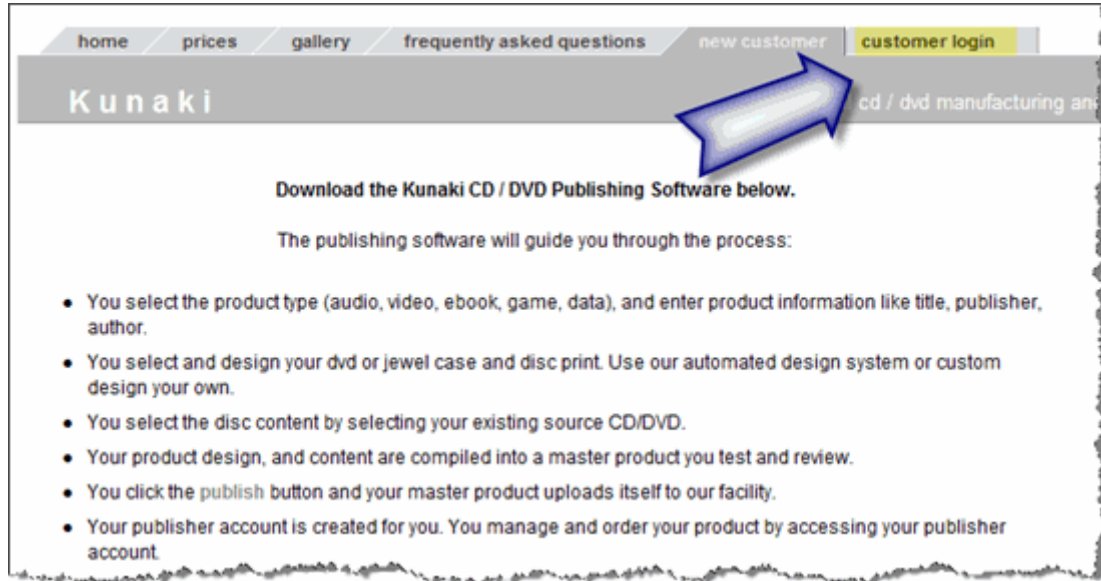
Okay, you're almost done!

If everything has gone to plan an upload screen should now appear, and your swanky new DVD or CD will fly off to the Kunaki.

How long this takes will depend on the size of your file and the speed of your internet connection, but to give you an idea I uploaded the [24 Hour Product Creation](#) DVD in about 3 hours.

Once your file has uploaded 100% you can now get on with the much more fun business of shipping this out to your customers!

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Visit Kunaki.com and login using the account details you created when publishing your file, and you should then see the product you've uploaded listed in a similar format to below.

(below is a screenshot of my account which contains [Automatic Traffic Blast](#), [24 Hour Product Creation](#), and the [Super List Building System](#))

your products						
status	creation date	product id	title	manager/compare/order	accounting	delete product
Active	Aug 25 2008	F100G2ZEP1	Super List Building System Webinar #4	click here	accounting	delete
Active	Aug 25 2008	F100ZZZCSK	Super List Building System Webinar Transcripts	click here	accounting	delete
Active	Aug 24 2008	F100YD91B	Super List Building System Webinar Bonus #1	click here	accounting	delete
Deleted	Aug 22 2008	F100ZIXAF	Super List Building System Webinar #4		history	
Active	Aug 22 2008	F100Z8K2H4	Super List Building System Webinar #3	click here	accounting	delete
Active	Aug 20 2008	F100ZRWJCU	Super List Building System Webinar #5	click here	accounting	delete
Active	Aug 20 2008	F100G8K5Z	Super List Building System Webinar #6	click here	accounting	delete
Active	Aug 4 2008	F100Z7CPN	24 Hour Product Creation	click here	accounting	delete
Active	Aug 4 2008	F100ZL8F6F	Super List Building Webinar #2	click here	accounting	delete
Active	Aug 3 2008	F100Z2DU7B	Super List Building System Webinar #1	click here	accounting	delete
Active	Aug 2 2008	F100Y1T3GF	Automatic Traffic Blast	click here	accounting	delete

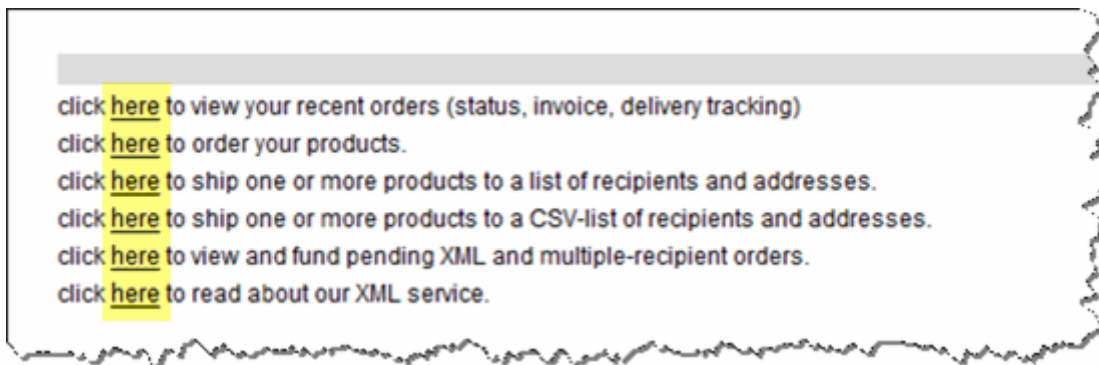
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At the bottom of this screen you'll notice the options below.

I'll let you play around with these yourself, but let me explain how I currently have my system setup.

Let's say I receive an order for my popular Super List Building System, which contains 8 DVDs.

I'd click the link next to *'ship one or more products to a list of recipients and addresses'*.



I'm then taken to a screen that lists all of the products I have uploaded to Kunaki, and from here I can select which DVDs I want to be included in an order shipment.

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The screenshot displays three product listings for the 'Super List Building System'. Each listing includes a thumbnail image of a DVD cover, a title, a quantity selector, and a 'more info' link.

- Item 1:** Super List Building System Webinar #4. Quantity: 1.
- Item 2:** Super List Building System Webinar Transcripts. Quantity: 1.
- Item 3:** Super List Building System Webinar Bonus #1. Quantity: 1.

The quantities listed are per shipment, so if I was sending out the [Super List Building System](#) I'd select 'one' copy of all 8 DVDs.

If I then click submit it takes me to the order submission screen, and at the top I can see which DVDs are to be included in the package, and below this I can see the fields where I enter the recipients names and addresses.

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The screenshot displays a checkout page for the 'SUPER LIST BUILDING SYSTEM'. At the top, there are eight product listings, each labeled '1 unit(s)' and featuring a DVD cover. Below the listings is a shipping form with the following fields:

- Name:
- Company (optional):
- Address:
- Address (optional):
- City:
- State-Province:
- Zip/Postal Code:
- Country:

To the right of the form is a list of countries with the instruction: 'Please use the following country names:'. The list includes: Argentina, Australia, Austria, Bahrain, Belarus, Belgium, Brazil, Bulgaria, Canada, and Chile. To the far right, there is a list of state abbreviations with the instruction: 'Please use state abbreviations:'. The list includes: AK, AL, AP, AR, AZ, CA, CO, CT, and DC. A large blue arrow points from the country list towards the form fields.

Here you simply need to enter the details of everyone you want to receive this package. I normally only enter 6 or 7 recipients at once as when I tried to enter more than that one time the screen timed out and I had to start again!

(and let me tell you that this was triple frustrating!)

The screenshot shows the shipping method selection section. It contains two dropdown menus:

- Ship orders to USA addresses with:
- Ship orders outside the USA with:

Once you've entered the names and addresses for your recipients you need to choose your shipping options at the bottom of the page. To get up-to-date information about the cost and duration of shipping click 'prices' on the Kunaki homepage.

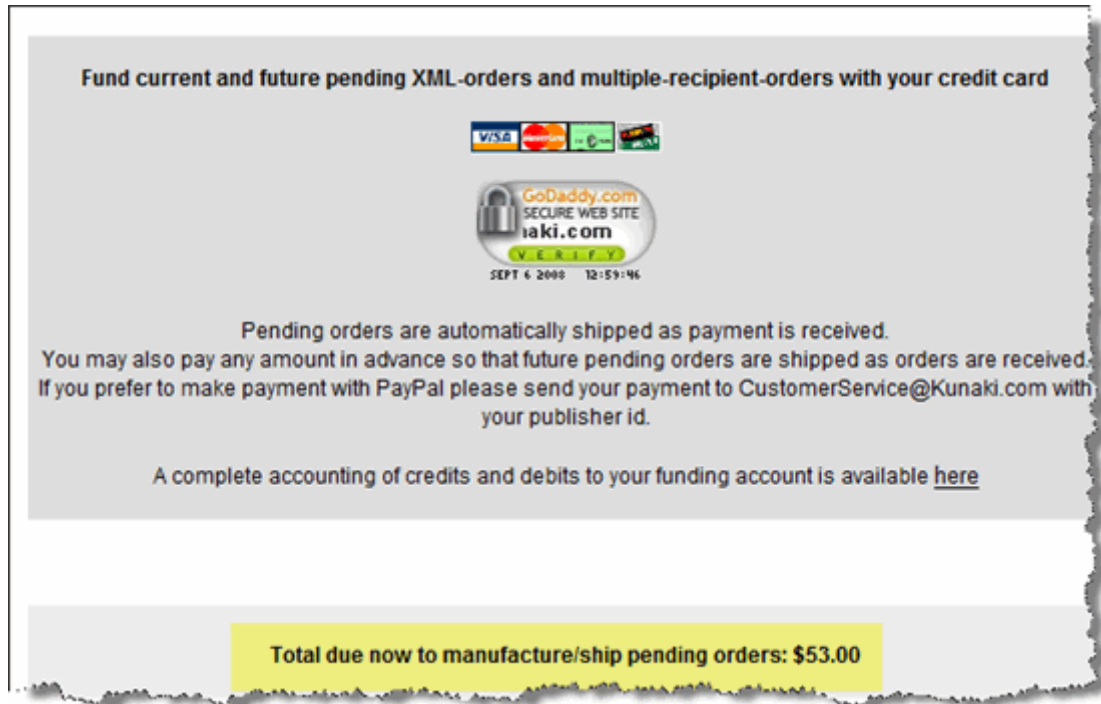
Once you've selected your shipping method click 'next' and it will then say 'order accepted'.

And that's it!

Your order is now good to go and all you have to do is pay Kunaki the cost of production and shipping and they'll have your product out the door within 24 hours.

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(and of course the best part is that these are products you've already sold meaning you don't pay Kunaki until you have the money in your pocket!)



To pay the balance simply enter your credit card details, click submit, and Kunaki will take care of the rest for you.

(much better than holding stock and posting it yourself don't you think?!)

Final Thoughts



Hopefully by now you can see the enormous benefits that adding physical products to your business can bring.

You'll be able to sell your products for a higher price, leave your customers happier as you deliver a 'WOW' experience, and you'll be able to differentiate yourself from most of the competition too.

I know that creating your own DVD product might seem intimidating, but really when you break it down it isn't that much more complicated than selling a downloadable product.

(and at least you don't have to worry about people illegally accessing

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your download page!)

I really do hope that you've found some value in this tutorial, and it's my hope that you'll now go away and get stuck in and that you too will be selling physical products in just a few weeks time.

If you do want to create your very first physical product but, you don't yet have any type of product to sell, then you might want to check out my 24 Hour Product Creation course where' you'll discover how to create your own hot selling information products in 24 hours or less.

Click [HERE](#) to check it out now...

Good luck and with your DVDs and if you have any questions just drop by my blog! :)

Lee McIntyre