Product Creation Launchpad

Week One

Course Overview

Week 1

* Find Your Topic
* Content Treasure Hunt
* Outcomes and Uses for Your Product
* Defining what sort of product you will make
* Differentiating from Your Competition
* Deciding on the Final Format of Your Product

Week 2

* Assembling Your Content – using new and existing parts
* How Purpose Drives Structure
* Putting the Authentic 'YOU' into Your Product
* Linking the Pieces Up
* Making it Flow
* Adding Social Proof

Week 3

* Formatting Your Content
* Front and Back Matter – just like a book
* Look and Feel – Fonts and other fiddly things
* Images – Preparation, legal use, getting new ones made
* Graphs and Diagrams - why, when and where
* Editing and Proofreading – how, why and where

Week 4

* Title Structures and Why They Matter
* About the Author, and Other Built-in Advertising
* Repurpose and Reuse – How Many Products can You Make From One ?
* Serial Product Creation – Why it's Good
* Pricing, and Payment Processing
* Marketing Speak – describing your product the Right way in the Right places

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What is a Digital Product, Anyway ?

* A Digital Product is anything that you sell, which is delivered electronically, rather than as a physical item.

* The most common form of digital product is a report or mini book, delivered as a .pdf file, or a .mobi or .epub file for digital book readers.

* Digital products can also be audio recordings (often of the same content as you might put in the report) or videos, or online courses / pdf course material, that can combine all three.

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Why Should I Have a Digital Product?

* Create Once, Sell Many times – with no inventory holding costs !

* No shipping costs

* Allows customers immediate gratification

* Can be sold through a variety of marketplaces – quick and easy to arrange

* Use as a giveaway lead magnet to grow your list

* Sell on your site, or give as a bonus when people buy your course – increase the perceived value of what you deliver.

* Creates authority, as you are an Author

* Lets you include live links to your site, FB page, sales pages etc etc, so that the reader can make 'whim of the moment' purchases direct from the product

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Topic Selection

* Most people find this the hardest bit! – Why ?

* Because.....

YOU Know Too Much!!!!

* Yet your readers don't want to be overwhelmed with everything that you know at once

* The aim is to create "One Problem, One Solution" products

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Topic Selection

* So….. Don't panic at the thought, relax, we have a method, to dig down, and find, amongst all that amazing knowledge in your head, just one topic, to turn into your product, over the next 4 weeks.

* And don't worry, all those other topic ideas won't go to waste – we will discuss how you can use them to advantage, in week 4.

* Worksheet One "Choose Your Topic" will guide you through the process, and provides targeted questions to lead you to your topic choice.

Topic Selection

* The process looks at the following

  * What Products and Services you offer in your Business

  * Which ones of these are most important to
    * Your income,
    * Your enjoyment and
    * Your business growth

  * What questions your customers ask you (which indicates topics that people want information on, now, and therefore value)

  * How you answer those questions (and therefore how easily you can create a product that does so too)

  * Whether the topic that initially looks best is specific enough – does it come close to being a 'one problem, one solution' topic ?

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Kim's Example

Here is a very quick run through of the process, using my business as an example (this is also included at the end of the Choose Your Topic Worksheet)

* In my business I do the following:
    * Write and publish books
    * Publish others books
    * Provide one on one writing coaching
    * Run courses and workshops about how to write products and books etc

* I currently make more income from 1 and 2
* I enjoy doing 3 and 4 more
* I want to be selling / doing more of 4

* Because number 4 is my answer to two of the above questions, then my topic area is 4

* The main question that people ask me, related to that, is "How do I start writing?" and the second most common question is "How do I structure my writing"

* So, as a product to create, which will help to increase my authority in that part of my field of expertise, and be useable in a number of ways, as well as being able to boost my income, I will create a short book on "How to Write, Right Now"

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Content Treasure Hunt

*Now its time to sort out the content for your product – we will get to the structure later, for now we are going to find out just how much content, about the topic that you have chosen, you already have.

*That's right – <u>you already have it</u>!

*Most people already have around 60 to 80% of the content that they need, to put together a 20 to 40 page digital product

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Content Treasure Hunt

*So, you ask, if I have all that content, where is it ?

*Because your business is all about your topic area (and related things) you have been creating content all the time, without realising how you could use it.

*Worksheet Two – The Content Treasure hunt – will guide you through finding where its hiding

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Content Treasure Hunt

* The most likely places for you to discover that you have existing content are

    * Your website
    * Your business documents (including emails, and procedures etc)
    * The course material for any courses you offer
    * Your sales material
    * Any recordings, reports or videos you may have made / had made

* When you fill in the Content Treasure Hunt worksheet, you will capture notes about what you find, where it is and what format it is in.

* Then, in week two, we will look at how you will use that existing content to form the basis of your new product.

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Working Out What Product to Make

* Now that you have chosen a topic, and found out how much reusable, pre-existing content you have, its time to work out what sort of product to make.

* Will it be a :
    * Report
    * Short book
    * Audio
    * Video
    * Short Course

* To help you decide, you will need to look at what outcomes you want from the product, for you, (authority, lead generation, email list building, more people at workshops, cash flow etc) and for your reader (action, knowledge, becoming your customer, changed life etc), as well as how well you understand your target audience

* Worksheet Three – What Product Will I Make ? Will guide you through this.

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Understanding Your Audience

* The questions about your customer, in Worksheet Three, will help you to know them better, and to get a picture of what sort of product they will find appealing and are likely to actually read / listen to / watch. There is no point making a beautiful product, if your ideal customer won't find it interesting!

* It will also let you work out what it is about you, your knowledge, and what you offer, that makes them especially interested in YOU – the more you can make your product reflect that, the easier it will be to sell.

* Then, you will look at where you might find those people – 'who has them before you' and what effect that may have on the type of product that you make. Cross promotion and joint venture opportunities happen here!

* **Going through this worksheet, you may find that your previous picture of your ideal customer needs some adjusting!**

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Checking Out Your Competition

* It is rare to find a product that you can make, where someone has not already made something similar. That is actually good – if there is already information out there, it confirms that there is demand for that information

* So that you can present your information in such a way that it is done 'better' or comes at things from a unique angle, you will need to check out your competition.

* You will be looking for a few things when you do – they are:
    * What format and presentation their product is in
    * Where they are selling it / giving it away
    * What price they are selling for
    * What the title and cover target, emotionally
    * Whether it looks like they are making many sales, or not

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Checking Out Your Competition

* Where do you look ?

  * Google your likely keywords – see what it suggests in the dropdown box, and what results you find.
  * Type the same words into Amazon.com's search bar, and see what their drop down suggests, as well as what results show up
  * Websites or forums for your industry
  * Facebook groups for your industry
  * Pay attention to Facebook ads
  * Magazines and Books (in a bookshop!) for your industry
  * Email campaigns you may receive

* Use Worksheet Four - Competition Checker to capture what you find

Refining Your Product Concept

* Now that you have looked at the competition, do you think that you need to change your product concept ?

* Is there something that has less competition, but an apparent demand ?

* Does it look like your target audience want more audios for example?

* Can you change your topic 'angle' just a bit, to differentiate it from something that is already out there ?

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This Week's Tasks

* Do Worksheet One – and identify your topic

* Do Worksheet Two – identify your hidden content

* Go find that hidden Treasure, and place copies of the pieces relevant to your topic into one folder, for ease of working with them (which we will do next week)

* Do Worksheet Three – you will
  * Write a desired outcomes statement
  * Choose the type of product to make
  * Identify your target customers desires

* Do Worksheet Four – Competition Checker for an analysis of your competition – what else is out there on that topic ?

* Refine your decisions about your topic and format of product, based on your analysis

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Resources and Where to Find Them

* On the website (www.productcreationlaunchpad.com)
you will find :
    * Copies of these slides
    * A recording of this webinar (once edited)
    * Downloadable .pdfs of the four worksheets
    * Other bonus content, which will be added progressively.

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Help is Available !

*If you need help, please email me at

support@productcreationlaunchpad.com

*Please be patient – I will respond as soon as possible

*Please remember time zone differences, and recognise that I need to eat and sleep too!

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Questions ?

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