

# Product Creation Launchpad

## Week Two

# 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

# How Purpose Affects Structure

- \* Depending on what result you want for you, and your business, you will want to emphasise different things, subtly, throughout your product.
- \* A report or book, or audio or video, is, in essence, just another way to sell YOU, your message, and the value that you provide.
- \* So what you put in there, in what order or format, will need to be designed to create a sense of that value in the reader, and a desire in them, to do what you want them to do.

# Quirkiness - What Makes it Authentically Yours

- \* We all have things about us, that are uniquely ours, that somehow capture the essence of what we are.
- \* Ask your friends and family - they will usually be able to tell you, straight away, what they think those things are, about you.
- \* Bringing those quirks into your business will immediately help you stand out from your competitors, and help you to connect with your target audience with authenticity, immediately
- \* Worksheet one will help you to find YOUR quirkiness

# What is Your Unique Selling Point ?

- \* Your Quirkiness isn't just about how you present things (like colours, branding, logos, mascots, tag lines etc), is also about exactly what you do, that comes at your topic area from a different angle from anyone else you have every seen.
- \* The point of difference is your unique selling point - the thing that makes certain people want to do business with you, because you offer that - that feeling, that idea, that approach, that support system, that humour.... Whatever it is, it is the core of why people value you, not someone else.



# Every Product is a Sales Letter...

Every product that you create is a sales letter in disguise.

- \* Just think about that for a minute !
- \* You may hate reading those long emails and web pages trying to sell you something, but they exist for a reason - they work.
- \* There is a formula to them - it goes like this
  - \* Describe problem
  - \* Emphasise problem
  - \* Promise that there is a solution
  - \* Describe benefits of the solution
  - \* Provide testimonials about how well the solution works (social proof)
  - \* Create scarcity
  - \* Provide Buy Now button
  - \* Offer bonuses for fast action, as a tipping point.
- \* Your “one Problem, one Solution” Product does the same thing - with a good deal more subtlety, but the same thing, and what it sells is your knowledge and your business offerings.

# Designing Your Product Structure

- \* So – you have a topic, and you have a feel for what your target audience want, and will use, you have a whole lot of ‘Found content”, and now you have identified your quirkiness, your unique selling point – what’s next?
- \* Now to design the structure of your course – is it a report or book ? An audio ? A Video ? A short course that involves all three, or a course that is just emails ? Something different entirely ?
- \* Worksheet 2 will guide you through designing the structure of your product, and once you have that concept sorted, Worksheet 3 will help you to create your Product Plan – where you map out how all of the pieces fit together.

# Creating Your Product Plan

- \* Your Product Plan is like a map - it plots out all of the pieces that go together to make your product, and lets you arrange them in the right order, so that the result will lead the reader from start to finish, and deliver the results that you want, for you, and for them.
- \* For the emotional, action driven people among you, this will drive you crazy the first time that you do it - but then you will love the results!
- \* The Plan is created in a series of steps, which build on everything that you have discovered in the Worksheets so far, and results in a plan that is a flexible guide as you actually start to put all of the pieces together, to make the real product start to exist!
- \* Worksheet 3 will guide you through the steps to create your Product Plan



# Steps from Beginning to Complete Product Plan

- \* A Product Plan is a simple Word Table (or you can do it in Excel if you prefer), where you identify what parts of your product need to exist, and what you already have, and the order that they go in. It lets you rearrange as you go, and reminds you where things fit, when inspiration or distraction start to drag you off track.
- \* The steps cover
  - \* What is at each end of the main content,
  - \* what the main points are, that you will cover in your “one Solution” answer to your “one problem” topic,
  - \* What order things need to be covered in, approximately
  - \* where the Found Content goes,
  - \* what bonus or supporting content you have the option of including,
  - \* what new content you will need to create
  - \* What images or graphics you have and where they go
  - \* How to make your content flow, from start to finish
  - \* Where the ‘sales letter’ formula points add in, and
  - \* What actions steps you will give your readers, at each stage of the information
- \* You will also reassess the order of things a few times, to make sure that it stays on track to deliver the right results.

# Review Your Plan

- \* As your Product Plan is assembled, you will be asked to review it a couple of times, to make sure that, as you add in each piece of information, it stays a good information flow, which will make the reader's experience good.
- \* If you start to feel a bit overwhelmed as you go, leave it 24 hours and come back to it - it should seem clearer on a second viewing

# Start to Assemble Your Content

- \* Once you have your Product Plan sorted out, the real fun begins.
- \* Create a Word document, which will be your draft product.
  - \* Create pages, separated by forced page breaks, for each row in your plan. Put the headings from the “Item” column at the top of each page.
  - \* Going through your ‘Found Content’, copy and paste relevant parts into the correct pages and if necessary, re write it a little to suit its new purpose.
  - \* Copy and paste in any existing images and graphics that you have, approximately where they will go, put large highlighted notes in, as place-markers for where you want to put things that you do not yet have.
  - \* Put in notes about where links to Bonus content or supporting content can be used (to get it, the reader has to go to your website and give you their email address.....)

# Writing the “Missing Bits”

- \* Now look at the parts where you have identified that you have to write / create new parts of the content.
- \* Take a top down approach - create dot points for each section, then write a sentence or two about each point, then expand those to paragraphs - you will be surprised how much you create, how fast.
- \* If you feel stuck, remember - if a person asked you the ‘problem’ question, what would you say? Just keep coming back to that, and writing it down, in the relevant spots. If necessary, talk it and record it, then you can transcribe it and work out where it goes.



# Deciding Where to Put Graphics

- \* There should be a graphic, picture or diagram approximately every two to three A4 pages of text, so that the readers are not overwhelmed with huge blocks of solid text.
- \* If part of your quirkiness involves a mascot image or similar, you can sprinkle that throughout the product.
- \* Stay simple - centred images, with text above and below, are far easier to make look good than anything fancier.



# Bonus / Supporting Content

- \* Bonus or supporting content is a great way to send your readers back to your website, and to make sure that they are on your email list
- \* Bonus content is usually checklists or worksheets that help the reader do what you are teaching them, or audio copies of the text you have provided or similar.
- \* It is generally delivered by putting a link in your product, with a password provided, and sending the reader to a page on your website, where they put in their email and the password to access the content.
- \* Your readers will love the extra value that you have delivered, and you will grow your list.

# Adding Social Proof

- \* What is Social Proof ???
  - \* It is things like testimonials and case studies, which prove to your reader that what you are talking about is real, practical, has been done before – and successfully, with people loving the results.
  - \* Authority comes from other people saying that you know what you are doing, as well as from you saying it.
  - \* People are more convinced by others who are “just like them” than by anything else (especially if you can get that to be shared on Social Media as well)

# Linking Content and Information Flow

- \* Once you have assembled all of your Found Content, and new content, into your Product Word document, in the order that your Product Plan calls for, you will need to read through it, from start to finish.
- \* As you do, make sure that the content flows from one section to the next, in a way that makes sense, that feels seamless and fluid. If it doesn't, you will need to write some 'linking content' - extra bits of information, to carry the reader from the end of one section, smoothly into the next.
- \* Also consider the flow of information delivery, from the start to the end of the product - is it easy and smooth, effortlessly carrying the reader through to the conclusion that you want them to reach ? If not, how can you make it smoother ?

# Analytical or Emotional ?

- \* Worksheet 4 is a Quiz – its designed to be a bit entertaining, whilst helping you learn something about how you think, solve problems, and communicate.
- \* How you do those things will directly affect how you write, and how you come across to your readers, through your words.
- \* Go through the quiz, have a look at your results, then consider carefully if what you have learned about your thinking makes you want to make some subtle adjustments to your product.

# This Week's Tasks

- \* Do Worksheet One - and identify your quirkiness and your Unique Selling Point (USP)
- \* Write an elevator pitch, based on that USP
- \* Do Worksheet Two - Design the Structure for Your Product
- \* Do Worksheet Three - and create your Product Plan
- \* Create a Word document for your Product, and start to assemble the pieces of Found Content, new content and images into it, based on your Product Plan (don't worry about formatting etc, we will deal with that next week)
- \* Do Worksheet Four - and see whether you are an analytical or emotional writer, then reassess some of your content plans, based on that.



# Resources and Where to Find Them

- \* On the website ([www.productcreationlaunchpad.com](http://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.

# Help is Available !

- \* If you need help, please email me at [support@productcreationlaunchpad.com](mailto: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!

# Questions ?