

## Product Structure Design

1. Look back at week one – from your analysis of what your target customers want, you should be able to make a decision about what sort of product you are going to make.

[illegible]

2. Now answer these questions about your product

How many key points do you need to cover (hint, these should all just be part of your answer to the ONE problem that your product is providing the solution for. If you have more than 10 points, its too big – see if you can narrow it down!) List them here.

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If you are making a short course, look at those points and see if there are logical places to break things up – what order do they have to go in, to teach the person the result, and where does each lesson need to start and end ? (roughly – this is concept level, not deep detail)

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For a book or report, those points are your chapter headings (approximately – we will polish them a bit) Is there something else that you would need to add, to link from point to point, or to bring your reader to the outcome that you defined in week one ? (action plan ? checklists?)

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If you are creating something that has text, audio and video components, how do they relate to each other ? Are there notes that go with each video ? or is the text a separate aspect etc ?

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How many images will you need in your text (for book or report format, its recommended to have a picture or diagram at least once per 4 pages, approx., to break up the text and make it not so overwhelming to the reader)

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What “Bonus Content” can you offer your readers / listeners /viewers ? this is something that will bring them back to your site, and, if they are not already on it, add them to your list! Are there checklists, meditations, worksheets etc, that relate to the topic, that can be packaged as a bonus ?

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Look back at week one, where you defined the outcomes that you want from the product, for you and your business – what is the primary aim ? if it is sending people to your email list, consider at what points in the product you have a chance to do that ? If it is more income, where will you need them to go / what will you need them to do, after they ‘consume’ this product ? How can you embed that call to action in your product ? where does it logically go ?

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- [illegible]

4. If you were talking to someone, with the intent of selling them your services for the topic that you have chosen, what are the three main 'sales points' that you would make ?.

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
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Consider how you can emphasise those things, whilst providing genuine value information in your product, covering the key points that you identified in Question two on this worksheet.

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Do you have existing offerings (eg workshops or retreats) that you would like this product to get people interested in ? You will have a section in the final product structure which will allow you to do that – so make some notes here about what items may be a good fit. (we will cover that in week three – for now, just decide what you want to cross promote)

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