

Week Two - Worksheet Three

Product Plan Construction

This is where you will use the structure concepts that you defined in Week Two, Worksheet Two – Product Structure Design, and the information that you gathered, in week one, in your Content Treasure Hunt, to Plan out what goes where, to identify what gaps you have in your content, to get the result that you need, and to adapt that order of information as you go, if you discover that you have missed something, or want to change the emphasis.

To create your Product Plan, work through the following steps (an example of a completed Product Plan is at the end of this worksheet)

2. Create a table in Word with 6 columns and about 20 rows. Label the columns as follows Reference Number, Item, Found Content, Bonus / Supporting Content, Action Steps and Notes.
3. Make the first column narrow, and number each row in that column.
4. Add in place markers for front and back matter etc (will be discussed in week 3 and finalised then), putting the names into the second column – so that is a row that says “cover” one that says “title page” one that says “disclaimer and publisher info”, one that says “table of contents”, all at the start. And a row at the end for “About the Author” and one for “other products from “
5. Look at the topic that you have chosen, remembering that you are approaching this as a “one Problem, one Solution” thing. Look at the most common question that people ask you about it, as identified in Worksheet one of week one – Topic Selection, and write down 5 to 10 dot points that cover the key things that you would say, in answering that question. These will become your Section or Chapter Headings in your product. Add them in to the rows between the things that you added in step 3, inserting more rows as needed, so that they fit.
6. Look at what you have – do those dot points have some dependencies between them ? Are there some things that you have to tell your reader first, so that other points will make sense ? If so, rearrange the order in which those points are listed in the table, to put them in the order that they need to be, so that the reader will understand clearly.

7. Now look at the existing content that you found, in your Content Treasure Hunt, which is relevant to this “one Problem, one solution” topic. Are any parts of it immediately relevant to those dot points that just became your section headings ? In the third column, beside the section headings, make notes about which pieces of ‘discovered content’ belong there.
8. Now think about what pieces of content you have that are checklists, audio recordings, or worksheets and similar, that relate to, and support those section headings. Make a note of that in Column 4, and if some of your discovered content, as noted in column 3, is actually more in this category, then shift that note about it from Column 3 to Column 4. These things are not main descriptive informative content, but more supporting pieces (like these worksheets are)
9. If your product will teach the reader how to do something, are there “Action Steps” that they will need to take, to do it, that relate to each section ? if so, make a note of those in Column 5.
10. Now look at column 3 closely – are there any sections for which you have no “Found Content” ? if so, those are the bits where you will need to actually write / create new content for your product! Highlight those sections, and make some notes in column 6 about what you want to say in those sections.
11. Now review the order of the content again – are you sure that it is in the right order, to flow smoothly from idea to idea, and guide the reader to the end conclusion that you want ? If necessary, rearrange some rows again to improve the order of information delivery.
12. Now pause for a moment, and consider the outcome that you want, for you and your business, from this product, that you identified in Worksheet Three in Week One. Really, your whole product is a ‘long form sales letter’ in disguise, directing your reader towards doing what you want them to. (if you have never studied the structure of a sales letter, now is the time to do so!) Look at the outcome that you want, and think about what points in the information that you are delivering in the product can be used to emphasise that to the reader, and encourage them to act. Make notes in Column 6 about your conclusions, to help you as you assemble your product.
13. Look at the sections again – consider which aspects of this you may have great case studies for, or testimonials that relate, from your existing and previous customers – make a note about that in Column 4, in the rows for the relevant sections.
14. Look at your section headings – do you have graphics, infographics, pictures etc that relate ? where you do, make a note in Column 6 about it.

14. Think carefully about what you discovered in Worksheet one this week, about your quirkiness, your unique selling point. Does what you have in that plan reflect it ? Is there something that you can add, or a reminder note that you need to make yourself, that will make the product really show off what makes you unique ?
15. Remember that, as you actually assemble your product, some of the things in your plan may need to adapt. One of the things that will almost certainly happen, is that you will need to add “Linking content” – some words that carry the reader from what you talked about in one section, logically / sensibly to what you talk about in the next section. Be ready for that!
16. Be ready, also, to reassess the order of your information, as you assemble it – things tend to look different when you really start to put them together.

Now that you have your Product Plan, you can go and create / assemble your content, into a word document, using the plan to know where to put it.

It doesn't matter what you create /assemble first or last, it only matters that it all ends up assembled according to the plan in the end.

Using my example from week one – the plan for “How to Write, Right Now”

Ref. No.	Item	Found Content	Bonus / Supporting Content	Action Steps	Notes
1	Cover				Create this
2	Title Page				
3	Publisher info and Disclaimer page				Review disclaimers and choose one
4	Table of Contents page				
5	Introduction				Write this
6	Where to start	Posts in my FB group		Choose type of writing	Testimonial 1
7	Capturing Your Ideas		Topic analysis sheet	Choose topic /s	Write this
8	Planning	Adapt from this worksheet to suit book	Plan outline	Plan book / series	Case Study - Linda
9	Expanding in Small Steps			Writing – commit to the doing	Write this
10	Order doesn't matter – Passion Does	Posts in FB group		Learn how to switch on your muse	
11	Perfection is not required		Make an audio ?	Just write !	Write this
12	20 tips and tricks to improve your writing	Wednesday posts in FB group		Apply these to get greater depth and engagement in your writing	
131	Getting past writers block	Posts in Fb groups		Use as required	Write extra
14	Putting it in order		checklist		Write this
15	Edit and Polish	Bits from roles in creating a book post series Bits from Improve your writing report		Find an editor, and see what happens !	Write extra
16	Package and Publish	Bits from roles in creating a book post series		Do it!	Write extra
17	About the Author page	Use ones from other books and courses			
18	Sign up to our newsletter page				Write this
19	Other products from page	Choose which books and courses to feature			