

## Week One - Worksheet Three

### What Product Will I Make ?

How you can use a product, is driven by how well you target the product to the customer, as well as your understanding of what outcomes YOU want.

1. What is the outcome that you want, for you, and your business, from this product ?  
(tick all that apply)

<input type="checkbox"/>	More cashflow - passive
<input type="checkbox"/>	More leads
<input type="checkbox"/>	More clients for a specific part of my business
<input type="checkbox"/>	More visible authority in my field
<input type="checkbox"/>	More people on my email list
<input type="checkbox"/>	More speaking engagements
<input type="checkbox"/>	Another product to sell, in my website, or other places.
<input type="checkbox"/>	Something else – describe below

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2. What is the outcome that you want, for your reader / listener / viewer, from this product ?  
(tick all that apply)

	They become my customer for coaching
	They become my customer for workshops and courses
	They learn something specific, which helps them
	They like what they read/ hear / see enough to want to buy more of my information
	They tell other people about me
	They invite me to speak to their organisation
	They provide me a testimonial
	They come to a free webinar to talk that you give, or book a free consult with you, to give you a chance to upsell them to your services.
	Something else – describe below

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

3. How well do you know your target audience / preferred customers ? can you answer these questions about them ?

a) Do they prefer, reading, listening to, or watching information ? or is it a genuine mix ?

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b) If they read, are they the kind of people who like paper books, or do they read electronic books ?

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c) What makes your product interesting to them, specifically (ie, why are they your customer, not someone else's ?)

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d) How short an attention span do they have ? (this has a relationship to how old they are!)

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e) Do they find it easy to learn / understand what you teach ? or is it challenging for them

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f) Do they use social media or not ? Do they watch TV, read Newspapers, use the internet, go to local meetings ? basically – where do they hang out?

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Now draw some conclusions from those answers\_

Should your product be short or long ? \_\_\_\_\_

Should your product be available as the written word, and audio, a video, or more than one of those ? \_\_\_\_\_

Should your product have lots of pictures and diagrams to illustrate the content, or even just to break up the text ? \_\_\_\_\_

Is there something that you can say, or use a picture of, that immediately catches their attention, because it is about what makes them your customer, not someone else's ?

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Particularly looking at part f) of your answer, can you think of ways that you could put your product in front of them, where they hang out ? What format (physical, digital, words, audio, video etc etc) would it need to be in, to do that

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4. Who has your customer before you? – what non-competing businesses also serve people who would be your ideal customer ?

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5. Would any of those non-competing businesses be willing to cross promote with you ? Write down which might, and why ?,

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and what format of your product they would find easiest to give to their customers .

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