Product Creation Launchpad

Week Four

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Zero to Saleable Digital Product in Just 4 Weeks!

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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Product Next Steps

* Now that you have your product assembled, formatted and proofread (the first time) and have done some work on your cover design, its time to finalise your title, complete your internal advertising components, and prepare to sell!

* Marketing Planning is key to getting the best results.

* Today we will also look at what your next products will be, and how best you can leverage this product to easily create more.

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What are You Going to Call It ?

* Title Structure – You have a proposed title – lets get that finalised

* Titles have three parts
  * Series Title – which is short, and ties together the separate products that will form the series
  * Main Title – clearly relates to your topic, grabs attention, and is only a few words long
  * Sub Title – can be a full sentence, relates directly to the reader, and grabs interest – makes them really want what is in the product.

* Worksheet One – Title Brainstorming will guide you through making a final decision on your title, so that you can get your cover finalised.

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Keywords and Descriptions

* Any product which will be sold online, or used as a lead magnet, needs keywords.

* Keywords are what allows a person who is searching the internet, to find your product as something that is relevant to what they are searching for.

* Your product Description is like the Blurb on the back cover of a physical book – it is what makes the person looking at it want to open the book, and look further.

* Worksheet Two – Keyword and Description Planning will help you choose keywords and draft your descriptions.

* Now lets look at both Keywords and descriptions in a bit more detail.

Keywords

* Keywords can be single words, or short phrases. They are what search engines use to find content relevant to the word that the person has entered in the search bar.

* Keywords come in 3 types
    * Broad – usually one word, which covers many sub niches (eg, Personal Development)
    * Specific – usually two or three words, that narrows things down a bit (eg Personal Development Courses)
    * Very Specific – known as "Long Tail" Keywords – a short phrase that makes it very specific (eg Personal Development Courses in Melbourne CBD)

* Whilst having at least one broad keyword attached to your product is good, having a number of long tail keywords is necessary – people who search for something that specific know exactly what they want, and are ready to act on it – they are the people you want to connect with, if you sell what they want!

* Keywords are used in your Title, in your description, and in places like the metadata for each page or post on your website. They should also be used in the Alt. Text of the images which relate to your product, on your website. Alt. Text allows search engines to see the image as something useful, not just a blank spot on the web page.

* The Long Tail by Chris Anderson – the original book that created the name for the concept.

* Long Tail Keywords - How to Find and Use Them - this is a one problem, one solution book – its only 15 pages, but very focussed!

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Descriptions

* Descriptions come in various sizes too.

    * Very short – the paragraph that goes beside the product image in or beside your opt-in box – just enough info to make people want the product enough to opt in for it - must be a real interest grabber. Also used in places like FB ads.
    * Medium – used on a product sales page on your website or similar sales location.
    * Long – used in places like Amazon sales pages – Amazon gives you up to 4,000 characters of description, but the first 250 or so are most important, as, to see everything else, the reader will need to click "See More". This description can include a bit of "about the Author" or an excerpt from the book, just enough to make the viewer want to buy it to get te rest.

* The Description is what would be found in the back of book, or inside dust jacket flap, of a physical book.

* Be clever, use formatting to dramatise and draw the eye, target the most interesting things in your product here.

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Internal Advertising

* The Internal Advertising Components of the Product are the following:
  * About The Author
  * Publisher Page
  * Foreword
  * Other Products From Page
  * Case Studies

* These provide opportunities to make the reader aware of your brand, your competence, your website, and your other products.

* Worksheet Five – Author Bio and Internal Advertising Design will help you create those parts of the product that 'sell' people on you and your business, just by existing

About the Author

* The 'About the Author' (or 'About the Business', if you prefer) section / page is a great opportunity to promote YOU, as the expert on your topic.

* It should be at the end of the product, so that people see you after they have absorbed your great content, and when they are primed to want to read / see / do more with you.

* There should be a good picture of you, and if possible, one which relates to your quirkiness / USP.

* The Bio should emphasise the things that you do, and have done, that directly tie to you being the expert on your topic.

* The Bio should also mention any awards that you, or your business, have received.

* This is also where your social media contact info goes, and logos for any media that you have appeared on / in (eg TV, newspaper, radio etc)

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Publisher Page

*Your Publisher page is a Branding opportunity.

*It is the first place in your product that you can put your company (and product if you have it) Logo on clear display, along with your website information.

*This is also where you Copyright statement goes, asserting your, and your company's, right to the information in your product.

*Once you have a series, you might also reference other products in the series here

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Foreword

* A Foreword is usually written for you, by someone who knows you and your work, and is willing to say strongly positive things about you.

* Getting someone who also has a bit of celebrity recognition, especially if they are in your field, is a wonderful way to get people's attention, and increasing your perceived authority on your topic.

* Get their picture in there, and, if they are famous enough, put "Foreword by XXXX" on the cover of your product!

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'Other Products From' Page

* The 'Other Products From' page goes at the back of your product.

* It goes there because, after the reader has been through all of the high value content that you have put in your product, they are in the state of mind where they are most likely to want something else from you – so give them a chance to buy!

* If you have other products in a series – put them here, or, if you want to upsell the reader to a course or retreat, describe it here, with a 'book now' link

* Always find something to put here, even if it is just one thing, so that you are inviting people to engage further with you.

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Case Studies

* Your case studies, which you have scattered throughout your product as examples to illustrate what you are saying about your topic, are a great place to advertise your abilities and your services.

* Make sure that they all say things like "When I was working with X" and "During my workshops we" so that it is clear what service was involved and that you were the cause of the great results described.

* If necessary, go back and edit your case studies in your product document, to make sure that they showcase how YOU helped the people, not just that the people got great results.

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Your Next Products

* Now that you have built your first product (which will be complete after you finish this weeks tasks), lets talk about what products you can / will make next.

* We will cover:
  * Why is a series better than a single product ?
  * How to repurpose and reuse
  * Partial Reuse and How to Spin Your Copy
  * Audio, video and combinations (Supporting Document Three)
  * Packaging and Bundling

* Worksheet Three – Next Products Planning will guide you through planning your next products

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Why a Series is a Good Idea

* Why is a series better than a single product ? You may quite reasonably ask. Three simple reasons
    1. Someone with more than one product on a topic, or topic group, is regarded as more of an authority than someone with just one product on that topic.
    2. More products equals more opportunities for income
    3. Multiple products can be bundled into various packages, immediately creating extra products to sell.

* The great thing about creating a series, is that, once you have the first product, you effectively have a template for the next products – you just make their layout etc match the first one, to provide a clear linkage between them.

* Once you have a series, you can also use the first one as a lead magnet, then encourage the people who opt-in to buy the rest.

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Lazy Products – Repurpose and Reuse

* Once you have one product, you can very easily create six more, for minimal effort.
* How ? By taking your pdf content and make an audio version and a video version.
* Once you do, you have your original pdf, plus:
    * An audio
    * A video
    * A pdf plus audio
    * A pdf plus video
    * An audio plus video and
    * A bundle with all three
* So, for the cost of getting the pdf spoken and recoded, and the audio then accompanied by slides or pictures to make a video, you now have six possible products to sell! Just make a new cover image for each one, and instantly you have new products
* You can do that with any product – create the other formats, and bundle!

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Partial Reuse – Spinning Your Copy

* When you Reuse content in another pdf / book / text based format, you will need to edit it slightly.

* Why ? Because google defines relevance as about new content rather than duplicated content. So if you use part of your product as a blog post somewhere, it is better to change your words slightly, so that it is not identical, and everyone's SEO will benefit.

* You can also do this to create posts for FB, or as Guest posts on other's blogs

* If you are not sure if something is out there, in too close to the words that you are using, use CopyScape.com – click on Premium and enter your text – you will need an account, and it will cost you 5c per search, but its worth it. If someone has stolen any of your words, you will find out this way!

* This is critical if you want to publish your products on Amazon – they do not allow books where the content is freely available on the internet, so you must be sure that it is unique.

Audio, Video and Combination Products

* There are a number of ways to use your product as an Audio –
  * sell on Amazon as an audiobook
  * Sell on iTunes as a podcast or similar
  * Give away as a bonus with other products
  * Create a CD of various parts of your product using CreateSpace
  * You can host audio on a number of platforms (Like Amazon S3) in much the same way that you can host videos on YouTube, without them being visible to the public.

* If you live in The US, The UK and a small number of other countries (unfortunately not Australia yet) you can have an account on ACX.com which is another Amazon company, and is a self-publishing platform for Audio, as well as a narrators and producers marketplace.

* Video can be used by creating a series of short (5 min or so) video lessons from your one product, and selling that as a course, it can be given as a bonus with another product, and it can be used to create courses to sell in other locations (see next slide for more on that)

* You can also create products that use video audio and text – these are generally courses.

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Bundling and Packaging

* When you bundle different products together, whether that is a series of text based products to make a book or course, or a combination of audio, video and text, you open up many options for how to use them, and sell them.

* Have a look at Udemy.com – You can list any course here, for sale, or free (another kind of lead magnet), and make money or list building opportunities. Courses must have a video component, and there are certain minimum length requirements. Courses here do very well, and often sell for $100 or more! You could turn your 20 or 30 page product into a $100 course!

* If you create a 30 to 40 page product, and do a series of those, then every three of them, you have a decent book – just bundle them up and sell as a "boxed set" or collection.

* Making the packaging – cover and presentation – just slightly different for each product bundle will differentiate them, and make the amount of reuse in action less obvious.

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Your Future Product Plans

* Once you have gone through Worksheet Three, you should be able to make a decision on which product you will create next.

* Now you can make a Product Plan for that and start to assemble anything that you will need to complete it.
    * Ideally, make a long term plan as well – what products do you want to create over the next year ?
    * How often can you complete a product ?
    * What will the products be (working titles / ideas) and how do they relate to each other ? – What should be made in what order.

* Then just create a Product Plan for each, as you start it, and stick to your timeline to deliver them.

* You will be amazed how many you can create, in a short time.

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Marketing Planning

* Worksheet Four – Marketing Planning and Supporting Document One – Marketing Plan Template will guide you through deciding how and where you will market your product, and help you to design a specific marketing plan for this product.

* Marketing must happen – it is what lets those people out there, who desperately want a product like yours, actually find it.

  Good content does not result in sales, unless customers can find it!

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Possible Markets

* When you looked at your target audience, back in Week One, you considered where they 'hang out', and how they consume information. The answers that you found then will give you an immediate starting point for deciding where to market your product.

* This is also the point at which you decide whether you will use your product as a lead magnet, or as a product for sale.

* List out all of the potential options for places to make your product visible – web sites, Facebook (posts and ads), paid or unpaid options, local and offline options – really brainstorm the possibilities.

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Creating Your Marketing Plan

*Use the marketing Plan Template to document your marketing decisions, locations, who will do the actions, when things will be done, and what results you get

*Expect to redo your plan for any one product every 3 months.

*Track the results that you get as carefully as you can – so that you know what marketing channels produce a worthwhile result, and which ones to not use in future.

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Pricing

* Prices vary, based on where you sell something (this obviously assumes that you are selling your product, not using it as a lead magnet)

* Products used as a lead magnet should still have a value put on them (usually $27, but today, free when you opt-in for example)

* If you sell a product as a digital book on Amazon, you will be pricing it between $2.99 and $9.99 USD , as that returns the maximum royalties percentage and maximum sales.

* If you sell a digital product on your own website, or a website in your industry area, expect to price between $19.99 and $47 depending on content. It is also good to have a $9.99 product, as some people are just not willing to spend more.

* Products sold through marketplaces like Warrior Forum, JVZoo, Clickbank etc will need to be priced based on that market warrior Forum and JVZoo will give you best results as a sub $10 product with additional products as upsells. Clickbank has a much wider price range.

Payment Processors

* Supporting Document Two – Payment Processor Options Information gives you an overview of a range of sales options and payment handling options, from PayPal onwards. This is particularly useful if you are based in a country that PayPal does not support, or if many of your buyers are.

* There are other options, that work well! You may need to accept multiple options, and how you deal with it will depend on whether you want to sell directly from your own website, or only through other's sites or market places.

* Most payment processors have the ability to create button code for you, and to integrate with your auto-responder. Some also provide sales page systems, affiliate systems and other elements, so that you can work entirely on their platform.

* Fees range from a % of each transaction (like PayPal) to some with a flat monthly fee, which becomes cheaper for you if you sell in volume.

* As a bonus, for all participants in this course, I will supply a copy of a WordPress Plug-in called "WP Sell More", which can integrate with the shopping cart on your website, and can accept button codes from PayPal, and other payment processors. It will automatically detect what country a buyer is in, and present them either PayPal or your other chosen payment processor for their purchase.

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Review of Your Product

* Remember that, as part of this course, you get a review of your completed product, with editing suggestions and feedback.

* At least one week after this Week Four webinar (so that you have time to finish the week 4 tasks), send your completed product, in Word format, to support@productcreationlaunchpad.com

* Expect two weeks approximately to receive your feedback.

This Week's Tasks

* Assemble your product into as close as possible to the final form, in your product document

* Do Worksheet One – and then get that title information into your final cover, either do it yourself, or get your outsourcer to do it.

* Do Worksheet Two – and choose your keywords, and write your product description.

* Do Worksheet Five and define your Author Bio and Internal Advertising components – adjust your Product Document where necessary..

* Do Worksheet Four – and define your marketing plan – Use the Marketing plan template provided in supporting document One to create it.

* Do Worksheet Three and define your plan for the next / future products that you will create. Make a draft Product Plan for the next one that you will do.

* Decide on your pricing, based on which sales channels you have chosen, and which marketing approach you have chosen.

* One week after this webinar, send a copy of your completed product (in Word format) to support@productcreationlaunchpad.com for review. You will receive a copy back with proposed edits and comments. for your consideration.

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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 five worksheets
  * Downloadable supporting information documents and examples
  * Other bonus content, which will be added progressively.

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This Week's Resources

*As well as the 5 worksheets, this week there are:

* 3 Supporting Information Documents, and
* 1 Bonus WordPress plug-in.

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 ?