

Product Creation Launchpad

Week Three



Zero to Saleable Digital Product in Just 4 Weeks!

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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 roughly assembled, using your found content, and some new content that you have written after identifying what was missing, its time to start polishing it up.
- * What is the difference between a word document and a saleable digital product ?
 - * Polish!
 - * Formatting and editing, and making sure that the material is presented so as to look as professional as possible, is what makes that product grant you authority in the eyes of the reader.



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‘Polishing the Surface’

- * People judge on how impressive and professional the surface is - so formatting matters.
- * Even bad content can be well received, and generate authority, if it looks impressive enough
- * Good content that is impressively delivered carries a lot of weight
- * It's a bit like people - someone looking scruffy and ungroomed in ragged old clothes will be ignored, but scrub them up and dress them in well fitting new clothes and they will be treated with respect.

Formatting Your Product

- * The key points in formatting any product are
 - * Layout:
 - * Amount of white space vs content (text and images)
 - * Amount of solid blocks of text vs amount of images, graphs etc
 - * Consistency of formatting elements
 - * Order of book content parts and presentation
 - * Design elements
 - * Fonts and Font Size
 - * Margins and Page Size
 - * Line spacing and justification
 - * Headline styles
 - * Frames, borders etc
 - * Image Design
 - * Cover design
 - * Style for graphs or diagrams
 - * Images - photographic, graphic design or a mixture
 - * Infographics or not
 - * Company and Product /course logos
 - * Media and Social Media logos

Layout - White Space vs Text and Images

- * Before you actually start formatting your product document, to take it from being a Word document, to a fully formatted Product that you can turn into a PDF, you will need to make some decisions about how it will look.
- * The first is about how much white space you want on the page.
- * Products that are nothing but short quotes, or a series of hints and tips, where each page just has one or two sentences on it, have a lot of white space - that's why the single thing on each page really jumps out at you.
- * Products with more text on each page need white space to break that up, to make the 'path' through the information easily obvious to the reader.
- * If your reader likes video more than text, they will need a lot of white space, and images etc, to make the text bit seem small enough for them to handle
- * This decision will be partly driven by your customers - what they like and find easy, as identified in week One.

Layout - Text and Image Quantities

- * This will also be affected by your customers preferences, as identified in Week one - are they primarily visual learners?
- * For people who like text, you can have quite a bit of text in a block, so long as it is well spaced and in a readable font, and they will be happy.
- * For those who normally prefer video, or who are visual learners, you will need to break up the text with more pictures, graphs diagrams etc - they will learn more from those.
- * You will need to decide exactly how many pictures /images of some kind you are going to put in the product - in week two you made some notes in your product document about where pictures might go, in week one you looked at what pictures or diagrams you already have - now you need to get really clear about exactly how much graphical material you want where
- * We will discuss this in detail later today, when we talk about images, but for now, just consider how many images you want - is it one per 2 pages of text ? Or one per 6 pages of text ? If its one per 6 pages, how will you make the text with no images still easy to read ?
- * Worksheet One this week will guide you through your Image Content and Placement Design

Layout - Consistency of Formatting Elements

- * Consistency is critical in creating a professional impression.
- * Make it all neat and consistent, and no-one will notice - they will just absorb your easy to read content.
- * If you have an inconsistency somewhere, people will see it, and get distracted from your content!
- * Things that should be consistent - heading styles and levels, font sizes and fonts for specific elements, page placement for specific elements

Layout - Presentation and the Order of Content

- * People will relate to your product as being professional, and conveying greater authority if its structure is similar to that of a book, even if it is only 10 pages long.
- * The standard structure is
 - * Cover
 - * Title page
 - * Publishers page
 - * Disclaimer
 - * Acknowledgements / dedication
 - * Table of Contents
 - * Foreword
 - * Introduction
 - * Main content
 - * Conclusion
 - * About the author
 - * Other products / books etc from this author / in this series / from this publisher
- * See example documents provided on How to Write a press release - the 2 page thing it started from, what the final looks like in word, what the final looks like as a pdf (7 pages !)

Layout - Front and Back Matter Design

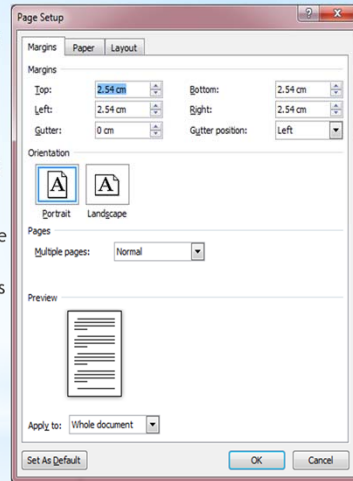
- * Front and Back matter is the technical term for the pages at the start and finish of a book, or other product, that are not part of the main content, but cover all of the supporting information, publishers and authors information etc.
- * This material is a key part of making your product seem extremely professional, and enhancing your authority.
- * It is also where you protect your copyright, and have the chance to send people back to your website, courses or other products.
- * Worksheet Three this week will guide you through designing what Front and Back Matter elements your product will need.

Design Elements - Fonts and Font Size

- * Now we will consider some of the main design elements of your product.
- * The first thing to consider is your font - Why ?
 - * Because different fonts are actually different sizes on the page, at the same point size ! Your choice of font can make your product longer or shorter - by pages!
 - * Some fonts are easier to read than others - what looks pretty may not deliver the best reading experience - generally, in print, fonts with a slight serif (that's the little 'tails' on the ends and edges of letters - like This) can be easier to read in print, but generally the easiest to read for screen and print are simple sans-serif (without those little tails - like this font I am using on the slides) fonts.
 - * I use Calibri font in most books, because it is good to read on almost any device. I use 12 point, as that is large enough to read clearly for most people.
 - * You can get a bit more creative with the Font that you choose for headings - but don't get carried away!
 - * If your target audience includes people with visual challenges, you will want to consider using a larger point size (14 or 16 point) so that the text can be more easily read.

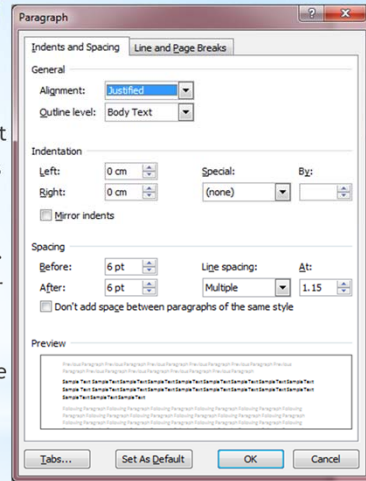
Design Elements - Margins and Page Size

- * We don't tend to think about either our margins settings, or our page size settings. We lazy humans tend to just use what Microsoft (or other software provider...) gives us as default.
- * For page size that is A4 or Letter depending on where you are in the world.
- * For margins it's a set that Microsoft defined about 25 years ago as making the most aesthetically pleasing position of words on a page. Here are those settings in that screen capture at right:
- * Yet page size and margins can make a huge difference to the apparent size (and therefore impressiveness !) of your product.
- * Make your margins bigger, and your product will instantly be longer, as less will fit on each page.
- * Make your page size smaller, and the same thing happens. You probably don't think about it, but if you look at most of the non-fiction paperback books that you see, you will find that they are around 6 x 9 inches. One A4 page of content becomes two pages of content when you change the page size to the same size as that for a 6 x 9 inch book.
- * Use forced page breaks between each page, to ensure that things stay exactly as you wish them to appear, once you pdf the final result.



Design Elements - Line Spacing and Justification

- * Digging down a bit deeper into formatting things that we usually don't think about, lets consider line spacing and justification
- * The settings that I use are shown in the screen capture at right
- * The 6 points of space before and after each paragraph creates just that bit of extra white space for clear reading
- * And notice that I have the line spacing set to 1.15 - that also makes just that little bit of extra white space around the text.
- * These settings on the text spacing will also serve to make your product longer, in terms of page count, for exactly the same number of words!
- * Setting the text to justified, (that means that both sides of the page, the text is lined up neatly with the edge of the margin) rather than left aligned, is also a key step in making your product look more professional. (pick up most printed books, and you will see that the text is justified.)



Design Elements - Heading Styles

- * You may never have used the heading styles available in Word - many people don't - but they are very useful in creating a professional looking product, and giving your reader a great experience with your content.
- * Heading styles allow you to present things consistently, with just a click of a button after highlighting the relevant text.
- * Most products only need you to use three levels of headings at most - but using them allows the reader to instantly see the relationship between various parts of your content, and reduces potential confusion, especially if your topic is a bit complex.
- * Learn to use the styles, and learn how to modify them, to suit the result that you want.

Design Elements - Frames, Borders etc.

- * Frames and Borders can be used to dramatic effect, making parts of your content obviously stand out, and indicate greater importance.
- * In previous weeks, we have talked about using Testimonials and Case Studies as part of your content. Now lets look at how you can present them in your product document, for maximum effect.
- * Testimonials can be used as a block of quotes, at one end of your product or another, often with pictures of the person, if they are willing to have you use their picture. Selected short quotes from testimonials can also be used in what are called "Pull Outs" - those quotes in boxes off to one side, or between two blocks of text, in a larger font size, for emphasis.
- * You can create a box around a piece of text by simply making a one row, one column table, putting the text in there, centring it and turning on 'all borders' on the table.
- * You can also, if you wish have a line border around each page. (this works well for products that are a simple tip or quote on each page)
- * Case Studies are more commonly used as sections within the text of the product, close to a related part of what you are teaching your reader, so that they illustrate the concept.
- * Between the main text and the case Study information, you can put a simple border line across the page, or a more intricate one - just something to separate the case study, at start and end, from the main text of your product. You can also put a little picture at the start of every case study, like an icon, that indicates visually what that piece of content is.

Image Design - Cover Design

- * Now let's focus on image related parts of your product - we will start with Cover Design.
- * Another thing which will make your product look more professional, and make it stand out as having greater authority, is for it to have a cover image - like a book cover.
- * There are some key things to remember when deciding what your cover should look like. Worksheet Four this week will help you to design your cover, based on these principles. They are:
 - * A cover needs to have an image that is clearly recognisable (even at 1 inch high or less, on a screen, such as a shop list, or an Amazon search results screen)
 - * The image should directly relate to your topic
 - * Your product needs a title - usually one to 6 words, which also has a clear relationship to your topic
 - * Your product should have a sub title, which is the bit that drags the potential reader into wanting to know what's in there, enough to buy / opt-in
 - * If you plan a series of products, you will need a series title too, and a space to put that on the cover.
 - * You will need an author or business name on there too.
 - * Colour matters ! Red text is hard for the human eye to resolve the edges of - so avoid it, or give it a black outline or drop shadow. Some colours trigger different things in people - red and green are said to make people want to eat, so you will often see them on the covers of recipe books.
 - * Text should never go too close to the edge of a cover design, as that makes it hard to read.
 - * Fonts used must be clearly readable at a very small image size.
 - * What you love the look of may not be what will sell - be prepared to compromise!

Image Design - Photographic, Graphic Design or a Mixture ?

- *What sort of images / graphics do you need in your product ?
- *Do you want just charts and diagrams, or photos as well ?
- *Do you want Graphic design style illustrations - drawings or caricatures for example ?
- *Look at both your Found Content, and at what you like to use in your business, and choose an image type that you relate to, that supports your USP, your quirkiness
- *If you want to use photographs and graphic design items, you will need to consider legal usage and where to find them - we will discuss that in a few slides time.

Image Design - Style for Graphs or Diagrams

- * If you are going to have graphs or diagrams in your product, you should consider making them a consistent style.
- * If, in your found content, you have some already, take a careful look at them - are you happy with how they look? Are they clear, simple, colourful, and easy to understand? If not, consider redoing them / getting them redone, to improve their delivery of information to the reader.
- * Decide whether your graphs and charts will be pie charts, bar graphs, flat or 3D etc
- * Decide whether they will simply float on the white background, or whether they will have a frame around them
- * Once you decide, stick to it, and make all graphs and charts, or other diagrams, that you put in the product, similarly presented.

Image Design - Infographics or Not ?

- * In recent years there has been a big rise in Infographics - those pictures that tell all about the statistics of something, on one chart.
- * They are often long and thin, and generally use a cute or clever concept to get people's attention and give them something to relate to.
- * Its also common for them to express the stats or information used in such a way as to make the reader get a specific impression.
- * Infographics are a great thing to use, especially if you have a Pinterest or Instagram account, as they can be used to draw people to your product as well as to illustrate your product.
- * You can get these created for you, but you will need to find the statistics or ideas that you want to demonstrate with the infographic
- * Mind maps are also popular, and they are, in a way, a specific type of infographic

Image Design - Company and Product or Course Logos

- * If you have a Company Logo, you will want that in your product, as part of your branding.
- * Put it
 - * at the top of your Publisher page
 - * A larger version at the very end of your product, like an end-page
 - * Maybe put it, with any other relevant logos, in a row on your about the author page
- * If you have a specific logo created for your course/s or even just for this product, that should be on the title page, and beside your company logo on other locations, as above.

Image Design - Media and Social Media Logos

- * If you have been featured on radio, TV or in major newspapers or magazines, then tell the world !
- * Put a row of those relevant logos across the bottom of your title page, and of your author page!
- * If you have social media accounts, for you and your business, then put a section after your about the author page, which says "Connect with me" and has a list of your social media links (personal and business, as you prefer), with the social media icons beside them.
- * All of these add to your social proof, and make people see your authority as greater.

Finding Images

- * OK - so, we have talked about types of images, and, maybe you have some already, in your found content, but its likely that you will need more - so, I hear you asking, where do you get them ?
- * Worksheet Two this week will guide you through identifying what images you have available, what you need to find, and where you are going to find them.
- * You can find images for free, under creative commons licencing (you will need to attribute the image creator, and where you found the image). See the Supporting documents this week for a copy of the Creative Commons Licence information.
- * You can buy the right to use images, from various stock photo and graphic sites. See the Supporting documents this week for a list of Stock photo sites. Costs vary, and the type of pictures that different sites offer varies.

Getting Images Made

- * You can have someone create a custom image, graphic or logo for you, starting from the cheapest at Fiverr.com, and progressing up to quite expensive designers, where an image may cost you hundreds of dollars - its up to you what budget you want to allocate for this.
- * Once you have your image, you may still need to modify it - we will talk about how you can do that on the next slide.

Working with Images

- * There are a range of software products out there, specifically designed for working on images / graphics.
- * They range from free to quite expensive, and each has a unique approach and user interface.
- * You may need to experiment with different products until you find one that seems intuitive to you.
- * The key things to learn to do, regardless of which product you choose are the following:
 - * Change the dpi (dots per inch) of an image - if you want something to print well, it should be at least 300dpi.
 - * Change the size / resolution/ dimensions of an image - images come out of cameras at various dimensions (which are described as things like 2500 x 3600 pixels) and you may want to make them larger or smaller to get a good result, depending on the amount of the page that they will need to cover in your product. Too small, at too low a dpi, will result in a picture that looks blurry / grainy on the page.
 - * Adjust the brightness, contrast and colour tones of pictures, so that you can improve how they look.
- * Have a play, and if you like doing this, have fun. If you hate it, pay someone to do it for you - again, Fiverr.com can provide good cheap results, if what you want is not too complicated.
- * See the Supporting documents this week for a list of graphics software products that you can use to work on images

Editing and Proofreading - Why ?

- * Even if you are making a 5 to 10 page product, editing and proofreading are crucial
- * They are necessary, because you are too close to your product - you know what should be on the page, so that's what you will see - your mind will helpfully correct things - in your head!
- * That does not correct things on the page !
- * So you need someone else to look at it, who does not know what "should" be there, so that they can help you make it read better, can find spelling errors, or wrong word usage errors, and fix them
- * Ideally you want someone who has done editing and proofreading before, and has excellent English spelling and grammar knowledge, as well as a large vocabulary.
- * If that is not available, still get someone other than you to go through it, and really look hard at the presentation.
- * See the Supporting documents this week for my short report on improving people's perception of you, just through improving your writing. It is full of some simple explanations of common language issues, to help you polish the words.

Editing

- * Lets look at the difference between Editing and Proofreading
- * Editing is about the construction of your writing. It looks at
 - * Whether the sentences flow sensibly and are easy to read and understand
 - * Whether the right words are used, in the right places
 - * Whether the sections of the whole product are in the right order, for the information to flow correctly
 - * How you might improve the content overall

Proofreading

- * Proofreading looks at
 - * Whether you have correct spelling
 - * Whether you have correct grammar
 - * Double checks for wrong word usage issues
 - * Looks at layout and presentation consistency
 - * Looks for continuity errors (did you call the same thing by two different names ??? And similar)
 - * Checks that all images are labelled correctly
 - * Makes sure that the table of contents has been updated to the final layout etc, so page numbers are correct.

Differences Based on Final Product Type

- * The formatting discussion in this lesson has been primarily based on the end result being intended to be a pdf product, or a print book product.
- * You can review the impacts of this formatting approach in the “How to Write a press release” examples you will find in this weeks supporting documents
- * If you aim to sell you digital product as an electronic book via Amazon Kindle, Barnes and Noble Nook or Sony Kindle, then the formatting will need to change in a number of ways. This is because digital book readers allow readers to choose their own font size, and because each model of reader, or reading app, has a different screen size. The files are created so that the text is automatically resized and reflowed to suit. If you aim to sell your product through one of these channels, please discuss this with me at the end of the course.
- * If you plan to create an audio or video, then the formatting discussed here will allow you to provide a pdf copy in support of your audio or video, and will provide you with a clear script to follow, and a collection of images which will become part of your video presentation.
- * We will discuss audio and video formats more next week.

This Week's Tasks

- * Do Worksheet One - and use the results to add image placement comments into your Product Plan, and to add images or placeholders into your Product document in close to their final locations.
- * Do Worksheet Two - Image Availability Worksheet, and decide what images you have, what you can modify or create, and what you will need to purchase or outsource. Act to purchase or outsource those things that you need to.
- * Gather the images that you have, which are already as you want to use them, into a single folder on your computer, so that you can be sure that the correct images / versions are inserted into your final product document.
- * Make decisions about your formatting - what Font/s will you use / what font size / What page size and margins? What borders, boxes, etc will you use? Will you have Pull Outs and Case Studies?
- * Apply those decisions to your Product Document
- * Do Worksheet Three and then create your Front and Back Matter Pages, in your Product Document, replacing the placeholders you created, based on the results. Update your Product Plan as well.
- * Do Worksheet Four - and design your cover. Then act to create it, or outsource the creation.
- * Once you have your Product Document assembled, as much as possible, get someone to edit / proofread it for you - either use people that you know, or outsource it. Then adjust / fix anything that they find that needs fixing.

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 four 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 4 worksheets, this week there are:

- * 4 Supporting Information Documents, and
- * 3 copies of the 'How to Write a Press Release' document, which shows you how a two page piece of simple information turns into a 7 page polished product.

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 ?



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