

## Week Four – Worksheet Three Next Products Planning

This worksheet will guide you through deciding what products you want to create next, and what ways you can reuse / repurpose existing products to rapidly create more.

The quickest and easiest way to create more products is to deliver this one in different formats. If you have created a pdf product as part of this course, then you can instantly have three products by making and audio of it, and a video of it. You can make another product which is all three bundled together, for a higher price. Whichever format you started with, consider creating the other two! (Supporting document Three this week provides the Audio recording specifications that are used for creating Audio Books.)

Make some notes below about how you will reuse your product content in other formats.		

You can also reuse parts of your product for promotion — if you have a product that consomething, you could make a series of five articles or blog posts out of excerpts from its send people to your opt in page, or your other products. Brainstorm below some ways make one or more excerpts from your product, and where you might use them to drayou.	t, and use those to in which you could
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aving a series of products provides extra authority, extra earning potential, and the chance of cross arketing from product to product. When you create a series, you also create and easy way to create a	
book, or books – just bundle the series products to make one or more books!	
In Worksheet One this week you have brainstormed your title, including your possible se take that series title concept, and list below as many one problem, one solution topic bas you can think of, that you could publish under that Series 'wrapper'.	

s there another series that you could create? If so, what would that be called? what would create sometimes about? Brainstorm that below.	d the individual
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Another way to reuse the product content, that you have created, is to make it into a course. If the product that you have created is a 'how to' product, then you can do this simply by splitting out the steps,		
making each a lesson, and adding worksheets or checklists. You can make an email course, a one day (or more ) workshop – or any other course structure that you like.		
Capture some notes below about how you could do that with your product.		
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