



Product Creation Planner

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Product Creation Planner

Whether you're preparing to create your first product or your fifteenth, when you stop to consider all the decisions that have to be made and all the elements that go into a good product, you can easily get overwhelmed.

Not only do you have to know what your product is about, but you also have to determine:

- **Format**
- **Pricing**
- **Audience needs/wants**
- **Marketing**
- **Bonuses**

And that's all before you even get to the creation process.

You can make it easier on yourself by following a step-by-step system.

Start with your market. Who are they? What do they want and need? What are they willing and able to pay for? Which formats work best for them?

Next, decide on the "minimum viable product." That simply means that you want to strive to put in the least amount of effort for the biggest possible return. That doesn't mean you're trying to cheat people. But it does mean that you don't have to go so far overboard with promises that you burn yourself out before you even begin.

After that, you can begin to outline your plan, including any add-ons and bonuses you'll offer.

When you break a large project down into smaller, more manageable steps (and you can probably do all of these in a single afternoon) all that's left is to connect the dots and create your product.

Step 1: Know Your Market

Without a doubt, your market (and its unique quirks) is the most important consideration when it comes to creating a product. They have very definite likes and dislikes; they have a preferred learning style; they have an ideal price point. All of these things must be taken into consideration before you begin creating your product.

Using the following worksheet, define your audience as clearly as possible. You'll use this information as you define and outline your product.

All About My Market

1. My ideal customer is **male | female**.
2. My ideal customer is _____ **years old**.
3. My customer's socio-economic status is:

4. In terms of the training I offer, my customer is: **beginning | intermediate | advanced**.
5. My customer prefers to learn by: **reading | watching | listening | doing**.
6. My customer is technically **proficient | challenged**.
7. The most my customer will pay for a digital product is \$_____.

Hopefully you can easily answer all of these questions, but if you're just starting out, branching out into a new market, or simply don't have the data available, consider setting up a market survey using these questions. Once you have the answers, creating a product becomes a lot easier!

Step 2: One Problem, One Solution

Here's where a lot of small business owners get overwhelmed when it comes to product creation. They mistakenly think the product they create has to solve every problem for every person on their mailing list.

They may start out trying to focus on a single issue, but soon enough the project outline includes an all-encompassing membership site that answers every question from "How do I install WordPress?" to "How do I manage my staff?"

We call this scope creep, and it's killed more products than it's ever helped.

The way to avoid it is to very clearly define your product in terms of the problem it solves for your audience.

If you've been in business for a while, then you very likely know the issues your market faces. Take a few minutes and scroll through your email looking for the questions your audience asks. Check your help desk for the most common issues (you probably have a FAQ page you can refer to). Take a look at your blog comments for common themes.

List the top 10 questions/concerns here:

Top 10 Questions I Hear

1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	

Next, you'll want to spend some time thinking about your top questions and what the solution is. Begin by organizing your list by order of preference. Which one are you most drawn to? Which one will be the easiest for you to create? Which one is most common in your audience? (Hint: You may want to skip ahead to the section on repurposing existing content before you answer this.)

With your number one idea in mind, it's time to move on to the product outline.

Step 3: Outlining Your Product

Remember, we want to focus on a single problem. What one question is your product answering?

In the section about your market (and in your survey, if you created one) we took a look at how your market prefers to learn. Based on that information, what format will your product take?

- Video
- Audio
- Written/eBook
- Other/Combination _____

Regardless of the format, your product will likely have these common sections. Use the spaces below to make notes for each section:

(If you're solving a big problem with a multi-module product, do this exercise for each module.)

Title (be sure to include the exact problem you're solving and the benefit of using your product to solve it):

Intro (why this is important):

Proof of effectiveness (case studies work well here, as do personal stories):

Step 4: Crafting Your Sales Page

Wait! Aren't we jumping ahead here? Shouldn't we create the product before we write the sales page?

Maybe.

But the very act of writing the sales page can often help clarify your ideas and the solutions you're offering.

A good sales page follows a logical blueprint:

- **A great headline**
- **Define the audience**
- **Clarify the problem**
- **Offer the solution**
- **Answer the objections**

Headline Brainstorming Worksheet

This will help you zero in on the big benefit of your product, as well as help you focus on the one problem you're solving. Try filling in the blanks with your product information:

Big Benefit: Time & Energy

How to _____ [biggest wish] _____ in ___ [number] ___ Easy Steps

Discover the Easy Method of _____ [biggest wish/problem] _____

Stop Wasting Time on _____ [big block] _____ and Quickly Create _____ [type of product] _____

Big Benefit: More Money

How to Save \$ _____ Every [Week | Month | Year] Just By _____ [verb] _____

Uncover the Simple 3-Step Plan That Will Add \$ _____ To Your Bottom Line in Just _____ [time] _____

How to Develop Your First _____ [type of product] _____ for Free

Big Benefit: Better Health

Discover How a Few Simple Changes Can Radically Reduce Your _____ [blood glucose | blood pressure | body fat] _____ in Just ___ [number] ___ Weeks

The _____ [time] _____ Fix For _____ [problem] _____

Defining Your Audience

The first part of your sales page (after the headline) has one job: to engage your audience. But not just any audience—it has to be the right one. Your ideal client.

In your first paragraph, you want to:

- **Clearly state who this product is for**
- **Grab their attention so they keep reading**

You can do this in a variety of ways, but one of the most effective is to tell a story. Draw them in with an engaging story that speaks to your ideal audience, and they'll be primed for your call to action.

Brainstorm some story ideas here:

Clarify the Problem

Using the question you entered at the beginning of this section, write two or three paragraphs that expand on the issue, why your reader struggles with it, and what solutions they've tried (and failed at) so far.

Jot some notes below about the problem and how they've tried to solve it before:

Offer the Solution

Now it's time to talk about your product. For this section, benefit-driven bullet points work best—the more the better.

Benefit-driven bullet points look like this:

Deep pocket sheet set (the **feature**) so your sheets stay put on pillow-top mattresses (the **benefit**).

Think of the benefits as the “What’s in it for me” of your sales copy. In the worksheet below, list all the features of your product, then for each feature, ask yourself “so what?” That’s your benefit.

Feature	So What?

Answer the Objections

Every sale must overcome objections. The price may be too high, the format may be wrong, the pain not great enough. How you overcome those objections is critical to your product development.

In the worksheet below, list the biggest objections you're likely to face, and how you'll respond.

Objection	Response

Once you're happy with all the features and benefits as well as the objections and responses, go back through your product outline to make sure the all of these elements are in alignment. Adjust your outline or sales page as needed.

Step 5: Easy Add-Ons Increase Perceived Value

While a product can be as simple as an eBook or a single video, there are some easy add-ons you can create that will greatly increase the value of your offer. Some ideas are:

- **Transcripts**
- **Audio**
- **Worksheets**
- **Checklists**
- **Templates**
- **Private Facebook group**

Thinking about your product outline, which add-ons will you create, and will you write/produce them yourself, or will you outsource each?

Add-On/Bonus	Title	Outsource (Y/N)
Transcript		
Audio		
Worksheet		
Checklists		
Templates		
Graphics/Flowcharts		
Other		

Step 6: Use What You Already Have

Is this whole product creation exercise starting to sound like a lot of work? It doesn't have to be. In fact, chances are you already have much of the work done, you only have to gather it up and organize it.

Some places to start include your already released content, such as:

- **Blog posts**
- **Videos**
- **Webinars**
- **Autoresponders**
- **Your own templates and checklists**

Spend some time browsing through your blog, your hard drive, and your project management system to see what you may have that can be useful in your product. (Hint: Assign this part to your virtual assistant!)

Make a list below, with notes about any editing/updating that needs to happen before the content can be repurposed.

Content Title/Location	Notes

Step 7: Speaking of Outsourcing

Now that you have all the pieces in place, including your product and sales page outline, your bonus/add-on list, and at least a few pieces that can be repurposed, you might want to consider outsourcing some or all of the product creation.

Product Component	Person Responsible
Product Writing	
Editing	
Video Creation/Editing	
Audio Editing	
Transcription	
Document Formatting	
Graphics	
Sales Page Writing	
Sales Page Formatting	
Quality Control (Testing)	

Doing so will greatly speed up the product creation timeline, just be sure to keep your product focused and to not let scope creep turn “one problem, one solution” into a multi-level project that you’re never able to complete.