



# MODULE 10: PRODUCT CREATION

## SEGMENT 1

In this session, we discussed coming up with a plan for your product and the most important elements to consider.

## Questions to ask yourself before getting started:

- Decide what you want to sell
- What problem are you going to solve?
- How will you solve it?
- What format(s) will your product consist of (PDF, audio, video, etc)?
- What assets do you already have that you can repurpose?
- What is your budget?
- Will you create it yourself or outsource?
- What is a possible bonus & upsell?

## Create your product outline

- Opt-in Page
- Transition Page
- Thank You Page (Make an Offer)
- Main Offer + Bonuses
- Upsell #1 + Bonuses
- 1 Downsell (No Bonuses)
- Upsell #2 + Bonuses
- Set pricing