



## 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.

#### NOTES

#### 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