



MODULE 10

SEGMENT 1



Module #10

Product Creation

Design Your Product With A Plan



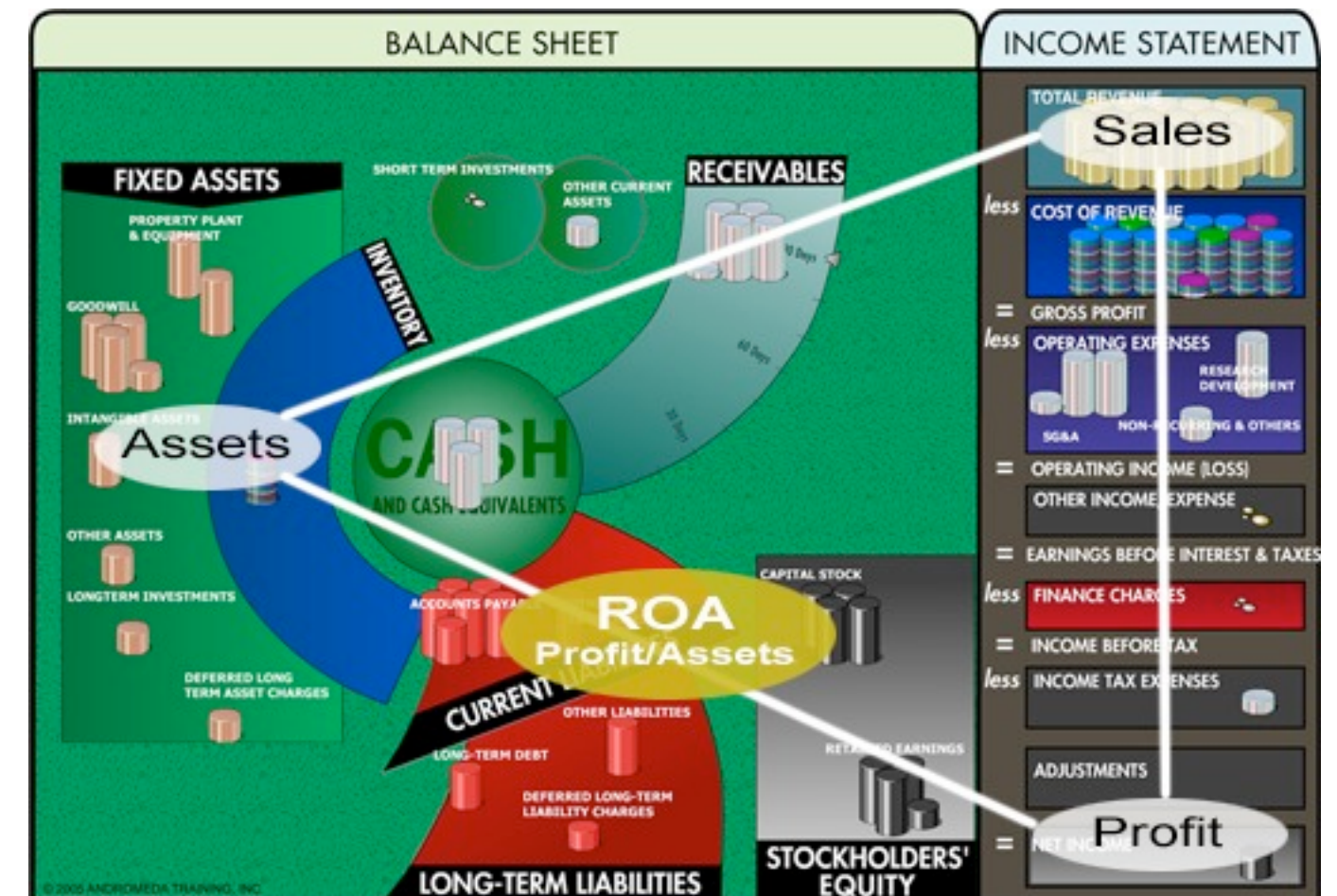
In This Class

- Designing YOUR OWN Product
- No Affiliate Products
- Decide What You Want To Sell
- Create Your Plan For Production
- Develop Your Budget



What Assets Do You Already Have?

- Re-Purpose Your Own Assets
- Books You Wrote
- Any White Papers
- Research
- Videos
- Audios
- Blogs
- Interviews You Gave Or Conducted
- Products You Produced



What Are You Going To Build & Sell?

strat•e•gy

(străt' ə-jē) *n.*

**1. Plan of action
designed to achieve
a particular goal.**

What Are You Going To Build & Sell?

- What Niche?
- What Problem Are You Going To Solve?
- How Will You Solve It?
- What Are Your Product's Elements?
 - Print?
 - Audio?
 - Video?
- What Are YOU Good At?



What Other Assets Do You Need?

- Can They Be Bought Outright?

What Other Assets Do You Need?

- Can They Be Bought Outright?
- Something Physical Drop-Shipped?

What Other Assets Do You Need?

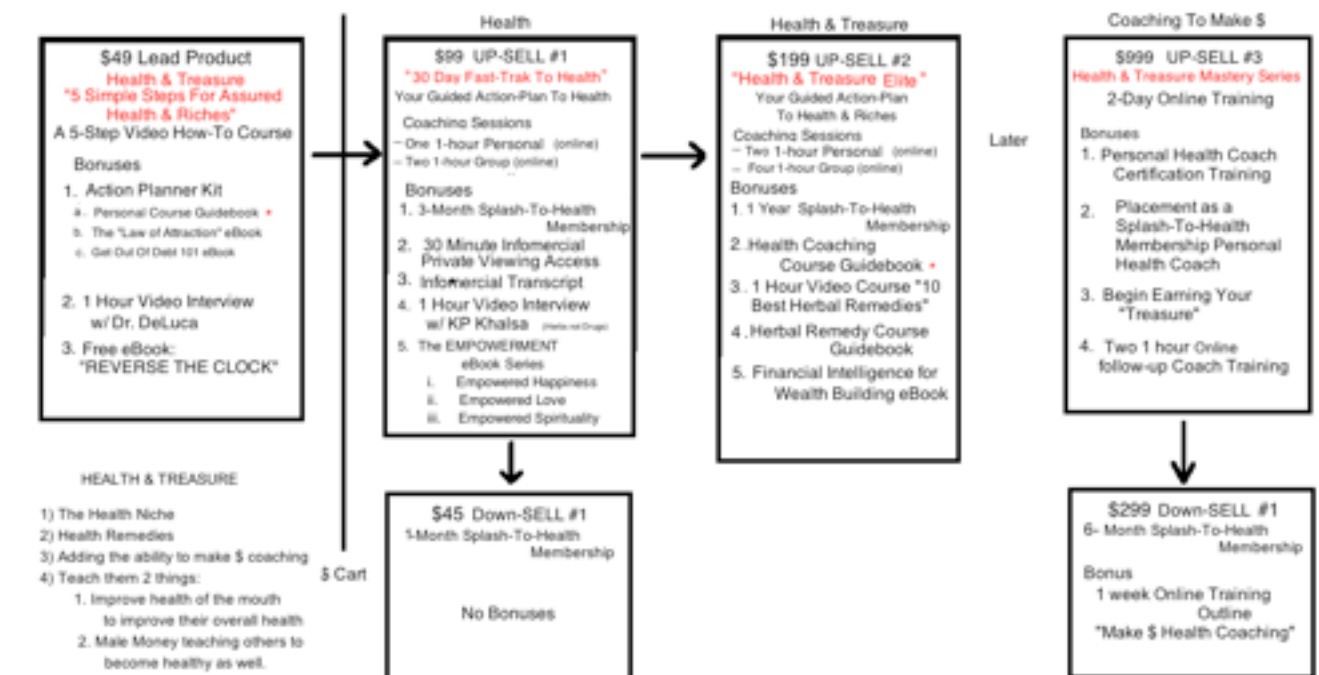
- Can They Be Bought Outright?
- Something Physical Drop-Shipped?
- Something Digitally Licensed For Sale?

What Other Assets Do You Need?

- Can They Be Bought Outright?
- Something Physical Drop-Shipped?
- Something Digitally Licensed For Sale?
- What Will You Need..
 - To Produce On Your Own?
 - To Outsource?

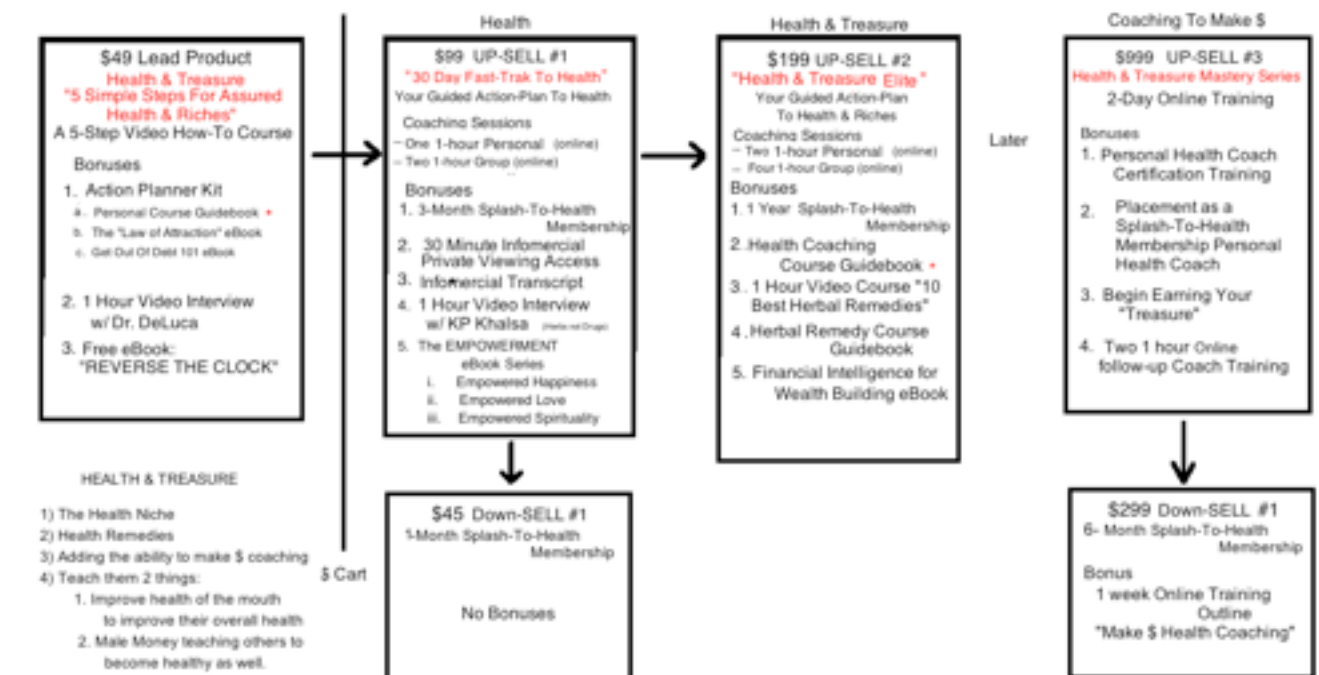
Refer To Your Sales Funnel

- Your Funnel Diagram Helps Guide Your Decisions



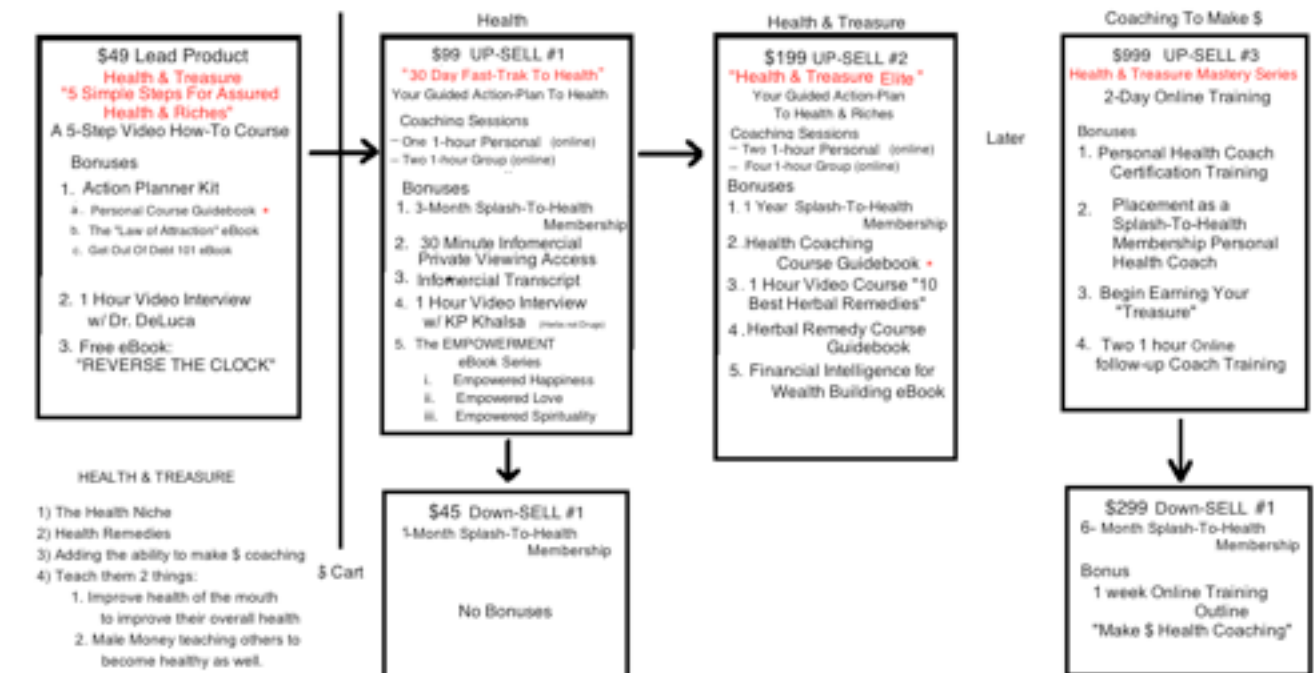
Refer To Your Sales Funnel

- Your Funnel Diagram Helps Guide Your Decisions
- Refer To The Sales Funnel



Refer To Your Sales Funnel

- Your Funnel Diagram Helps Guide Your Decisions
- Refer To The Sales Funnel Video In This Module



Refer To Your Budget

- Your Budget Guides
Your Decisions



Refer To Your Budget

- Your Budget Guides
Your Decisions
- Refer To The Budget



Refer To Your Budget

- Your Budget Guides
Your Decisions
- Refer To The Budget
Video In This Module



Let's Review

- Designing YOUR OWN Product
- No Affiliate Products
- Decide What You Want To Sell
- Create Your Plan For Production
- Develop Your Budget