PRODUCT CREATION

FORMULA

QUICK START
GUIDE

Quick Start Guide

"Product Creation Formula"

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Step 1: Solve a problem

Pick a problem that you can solve that is wanted by your target market not what YOU think will work.

An in-demand product is one that will solve a specific problem or need.

Step 2: Do your research

Use your favorite search engine to find forums related to your industry and see what people in that industry identify as a problem or issue.

Look at few related things in the industry such as:

- Forums
- Newsletters
- Publications

Always be on the lookout for other sources to learn what problems you can potentially solve.

> *If you have experience dealing with the issue or problem in question, you can use that experience in your book as well to make your more product more unique and valuable.*

Be sure to find and use relevant research and statistics from noted industry publications and experts in your book.

Use keywords or main ideas related to the problem or issue in the search engine to see what results come up you can also include in your book.

Modify the types of results you get in the search engines (images, videos, .pdf documents, etc.) to find more data and research.

Step 3: Pick a title that will sell

Your title must be interesting and must draw attention to it in order for it to sell well.

Make sure your title notes the problem or issue it will solve to alert people to what the information inside will do.

Ensure the title isn't so long that it sounds boring and turns people off from buying it.

- Many good titles have subtitles.
- Look at comparable books on the same or similar topics that sell well, see if you can model (NOT copy) your title after theirs.
- Check Amazon, Barnes & Noble, other online bookstore sites with titles that sell well, model (NOT copy) your title after theirs.

Step 4: Choose a format

Decide on whether you are creating an eBook, software program, membership site, email series, audio product, video product, etc.

If you're creating an eBook, decide on such formats as:

- .txt (text format)
- .doc or .docx (Microsoft Word format)
- .rtf (Rich Text Format, which allows for more styling elements than .txt)
- .odt (OpenOffice/LibreOffice's format, similar to .doc and .docx formats)
- .pdf (Portable Document Format, capable of being opened by Adobe Reader and other similar PDF reader programs)
- .exe (executable file on Microsoft Windows machines).

Pdf eBooks are the most popular now because they can be read on virtually any operating system and even on mobile devices.

If you're creating a software product, creating it on a cloud-based platform will allow users to access and use the software from anywhere, even on a mobile device.

If you're creating a membership site, be sure to use a large-enough server so that it can hold all present and future data, be sure it's mobile-friendly, and be sure to use a platform or plugin that ensures the right people get access to the site and denies all others who should haven't access.

Step 5: Plan Your Entire Product With An Outline

Creating an outline of your entire product before you begin creating the product can help to avoid unforeseen complications and keep the process of product creation from being more difficult than it needs to be.

An outline can help make any type of product (ebook, software program, membership site, email series, etc.) creation easier.

Take some time at the very beginning to determine exactly what information/features/sections your product will have.

Creating an outline at the beginning can help to ensure that the information/features/sections you want your product to have will be in there at the end.

Step 6: Create It Yourself Or Outsource It

Decide whether you yourself will create the product, you will use outsourcers to create all of it, or you and they will both create the product.

If you create the entire product yourself, you will have total control over it and ensure everything you want is in there.

However, if you create the entire product yourself, it will require your full attention, thus diverting your focus away from other projects and other

aspects of your business.

> *Utilizing outsourcers for your product creation will allow you to focus on other projects that need your direct involvement and on other aspects of your business.*

However, finding trustworthy, capable outsourcers can be difficult, and their ideas and ways of doing things may not exactly line up with what you have in mind; thus, challenges and revisions may arise as a result, which can also take time to resolve.

Communication with outsourcers may be difficult due to their being in a different time zone, even being halfway around the world.

Some notable outsourcer websites include:

- Fiverr
- Elance
- Guru
- Upwork
- SolutionInn
- PeoplePerHour.

Ask friends and experienced Internet marketers if there are any outsourcers they would recommend.

Step 7: Write Your Sales Letter And Set Up Your Funnel

If you are experienced in copywriting, you can write your own convincing sales letter.

However, if you are not experienced in copywriting, you can use an outsourcer who is or you can use some type of software program, sales letter template, or copywriting formula to create a sales letter.

Focus especially on the headline; if it's weak, prospects will not read the rest of the sales letter, and you will have lost the sale.

Use headlines and sub-headlines; this will allow prospects to scan the sales letter, as most people don't take the time or desire to read every sales letter they come across word-for-word.

And remember to always make sure to focus on the benefits your product will deliver to the prospect; what is in it for him/her?