

# *The* **My Online Biz** **Tool Kit**



**The 50-piece toolkit to start, scale and  
sustain your online business!**

# Tool #1 - The Product Plan: Your Go-To Chronological Creation Checklist

Creating an infoproduct – especially if it's your first one – may seem like a bit of an overwhelming undertaking. However, it's really a simple process when you use the following step-by-step checklist. Let's get started...

## Step 1: Pick a Niche and Topic

You need to start by selecting a profitable niche.

**The steps to take include:**

- ☐ Brainstorming possible niches by thinking about your problems, your hobbies/interests, topics you know a lot about, etc.
- ☐ Researching these potential markets/niches to see which ones are profitable/popular. Check if there are a lot of marketers selling a lot of different products in these niches.
- ☐ Selecting a narrow niche (*e.g., instead of the broad "gardening" market, choose a smaller niche such as "organic vegetable gardening"*).

Once you pick a niche, then select a topic using these questions:

- ⇒ *Which topics within a niche are profitable/popular? Do your market research to find out what people are already buying.*
- ⇒ *Which of these profitable topics interest you?*
- ⇒ *Which ones do you know a lot about?*

Select your niche and topic, and then...

## Step 2: Decide on a Format

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Check your market research to see what format your audience prefers. You'll also want to consider the topic and which format best serves that topic. Examples of formats include:

- ⇒ Ebooks/reports.
- ⇒ Courses.
- ⇒ Videos.
- ⇒ Audios.
- ⇒ Membership sites.
- ⇒ Checklists.
- ⇒ Worksheets.
- ⇒ Swipes.
- ⇒ Planners.
- ⇒ Cheat sheets.
- ⇒ Templates.
- ⇒ Coaching/consulting.

And similar.

In some cases, you may create a package of products with multiple formats, such as a home-study course that includes various tools (*checklists, worksheets*) and bonuses (*reports, videos, etc.*).

### Step 3: Determine How You'll Create the Product

Will you:

- ⇒ *Create the product yourself from scratch?*
- ⇒ *Outsource this task to a freelancer?*
- ⇒ *Crowdsource it? (Such as asking other experts in your niche to answer a question, join you on a webinar, etc.)*
- ⇒ *Use PLR (private label rights) that either you or a freelancer tweaks?*
- ⇒ *Some combination of the above?*

## **Step 4: Plan Your Funnel**

*Where is your product going to fit into your sales funnel?*

Namely, is it a:

- ⇒ Free offer (*free “lead magnet”*).
- ⇒ Frontend offer (*low-cost “tripwire”*).
- ⇒ Foundational offer (*core offer*).
- ⇒ Backend offer.

Knowing how it fits into your funnel will help with the creation of the product.

For example, a free offer and tripwire will be *“useful, yet incomplete”* products that offer partial solutions while pointing to the foundational offer for a more complete solution. The finishing offers will provide additional help, advanced instruction, or make the process faster/easier.

## **Step 5: Outline and Research**

You'll want to thoroughly research your topic (*even if you know a lot about it*) so that you can create both a thorough outline and a comprehensive end product. Your research may include reviewing the following:

- ⇒ Popular products in your niche.
- ⇒ Relevant videos on YouTube from known experts.
- ⇒ Blog posts on the topic from known experts.
- ⇒ Discussions in niche groups (*such as Facebook groups*) and forums.
- ⇒ Academic journal articles on the topic (*see Google Scholar*).

As you do this research, look for:

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As you do this research, look for:

- ⇒ Talking points.
- ⇒ Weaknesses in popular products that you can improve on (*such as missing information*).
- ⇒ Strengths in popular products that you'll want to retain (*such as tools*).

You'll want to research talking points such as:

*Steps.*

*Tips.*

*Examples.*

*Ideas.*

*Mistakes.*

*Dos and Don'ts.*

*FAQs.*

*Lists (e.g., gear lists).*

**NOTE:** Do not copy anyone's products. Your research is to help you determine what talking points to include in your product, but you'll create your product in your own unique way.

As you do your research, you can start organizing it into an outline. Common outlines include:

- ⇒ Chronological (*step by step*).
- ⇒ Complexity (*easy/quick to harder/takes longer*).
- ⇒ Categorical (*grouping information into categories*).

Next...

## Step 6: Create the Product

Earlier you decided how to create the product. Now you can implement your plan:

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1. Start creating it yourself. Schedule time on your calendar and commit to doing the work.
2. Find and hire a reputable freelancer to create it for you. Do your due diligence to pick a high-quality freelancer.

Your goal is to create a high-quality product. This includes:

- ⇒ Actionable step-by-step instruction.
- ⇒ Tips and examples to add value.
- ⇒ Information not found in other products.

A unique presentation of this information. **Example:** If all the products like yours are in text, then do yours in video format.

Examples of unique presentation:

- ⇒ Turn a how-to process into an acronym, where the first letter of each step of a process corresponds to a letter in the acronym.
- ⇒ Use alliteration to make the content more memorable.
- ⇒ Use analogies, metaphors and/or similes to make the content engaging and memorable.

You'll also want to make your content more engaging by:

- ⇒ Using a friendly, conversational tone.
- ⇒ Sprinkling humor into the content ("*edutain*").
- ⇒ Telling relevant stories to make a point.
- ⇒ Inserting relevant graphics.

## **Step 7: Polish and Package the Product**

Once your content is complete, then you need to:

- ⇒ Proof and polish the product. You can do this yourself, but ideally you should get another set of eyes on it (*you can hire a proofreader or enlist a trusted friend*).
- ⇒ Format for easy readability (*e.g., short sentences and paragraphs, plenty of white space, graphics to break up large chunks of text, etc.*).
- ⇒ Format for skimmers/scanners (*e.g., bold the most important points, put important points in bulleted lists, etc.*).
- ⇒ Design and lay out the product in a professional way.
- ⇒ Create a compelling title for your product.
- ⇒ Design professional ecover graphics (*you can use Canva or outsource on Fiverr*).

Tips for creating a compelling title:

- ⇒ Showcase your product's top one to three benefits in the title. *E.G., "How to Win Friends and Influence People."*
- ⇒ Evoke curiosity if possible. *E.G., "The Secrets of \_\_\_\_\_"*
- ⇒ Use attention-getting words such as: you, how to, new, secrets, discover, scientific, quick, easy, and proven, etc.

## **Step 8: Price the Product**

Do your market research to price your product:

- ⇒ Compare similar products to the one you just created.

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- ⇒ Determine what makes your product worth more or less than these other products (*e.g., positioning, extra value, advanced topic, the format, etc.*).
- ⇒ Pick a price to start with and then track and test to determine the best price.

And there you have it – a “*start to finish*” guide for creating a product. Be sure to print this checklist so you can reference it frequently as you start creating your own products! Yes... I said product**S**! Create as many as you can. 😊