

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



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

Tool #8 - The 14-Day Schedule For Creating An Information Product

You know the basics of creating a product. Now what you need is a schedule that shows you exactly what to do each day in order to finish your product in a timely manner. And that's exactly what you're about to get, as I've detailed a 14-day planner for creating a 10 lesson/module course.

NOTE: *Not creating a course?* You can still adapt and use this schedule by tweaking it to meet your needs. For example, each day where you're required to write one lesson, you can instead write one chapter... or you can commit to a certain word count (*such as 2000 words*).

Let's get started...

Day 1: Pick Your Topic

The first step is to do your market research in order to find out what your audience wants. A good way to do this is to find out what sort of content your audience is already buying, which you can do by looking for bestsellers on Amazon, ClickBank, Udemy, and JVZoo. You'll then pick a topic that's already selling well in your niche, but you'll make your product unique and better than what's currently on the market.

Day 2: Outline and Research

On this day, you do research in order to develop talking points for your course, including steps, tips, examples, ideas, FAQs, mistakes, do and don'ts and similar. Then you organize your information into a ten-lesson course.

Ideally, you'll want to present one step per lesson. If you only have a few steps, see if you can expand your steps to cover more lessons. Then you can fill in the other lessons with tools, advanced information and similar.

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For example, if you were teaching someone how to create a product, your steps might be similar to this very planner. Your 10-lesson course would look something like this:

Lesson 1: Introduction module/lesson.

Lesson 2: Step 1 - Market Research

Lesson 3: Step 2 - Research and Outline.

Lesson 4: Step 3 - Create the Product.

Lesson 5: Step 4 - Proof the Product.

Lesson 6: Step 5 - Design and Layout.

Lesson 7: Step 6 - Ecover Graphics

Lesson 8: Step 7 - Create Bonuses.

Lesson 9: Step 8 - Create a Sales Letter.

Lesson 10: The Product-Creation Checklist and Conclusion

Be sure to not only research the steps for the overall lessons, but research talking points to include for each lesson.

Summary: Thoroughly research and outline your content. Organize the lessons as you'll want them to appear in the course, and then organize the content inside each lesson.

Days 3-12: Product Creation

For this planner, I'll assume that you're creating the content yourself rather than outsourcing it. As such, your plan for the next 10 days is to complete one lesson per day:

Day 3: Do Lesson 1

Day 4: Do Lesson 2

Day 5: Do Lesson 3

Day 6: Do Lesson 4

Day 7: Do Lesson 5

Day 8: Do Lesson 6

Day 9: Do Lesson 7

Day 10: Do Lesson 8

Day 11: Do Lesson 9

Day 12: Do Lesson 10

The key here is to focus on getting all the information written out. Write now and don't worry about editing at all.

Since editing and writing tend to be two different types of tasks with regards to creative and analytical abilities, it will just slow you down if you try to edit while you create the content.

In many cases, you'll dampen your own creativity if you're focused on cleaning up grammar and improving sentence structure as you go. As such, focus on creating engaging, useful content during this writing phase of the task.

Day 13: Proof, Polish and Package

Once your lessons are done, then your next step is to proof them, polish them, and package them. Let's break these three steps down:

1. Proof: Start by doing grammar and spell checks using built-in tools or an outside tool like Grammarly.com. Then do a manual proof of your work. Even better is if you can get someone else with "*fresh eyes*" to do the proofing for you. You can hire a professional proofreader on sites like upwork.com or fiverr.com.

2. Polish: For this step, you want to improve the quality of the content.

This means two things:

- ⇒ Ensuring the content is valuable and useful. For example, you might edit out "*fluff*," while expanding on other parts that need more explanation. You can also add tips, tools, examples, and assignments to add value.
- ⇒ Ensuring the content is engaging and easy to read. You can sprinkle in some humor, use analogies and other comparisons, and even tell relevant stories to help engage readers. Be sure your content is reader-oriented, meaning you use the word "*you*" far more than you use words like "*I*" or "*me*."

3. Package: The third step is to package the content which includes both interior design and layout as well as exterior graphics. You can outsource both of these tasks to a freelancer.

Day 14: Create Bonuses

It's Day 14, and you're almost done! Now what you need to do today is create any bonuses that you wish to include with your course. These bonuses should be something that works alongside the course to help deliver better results, faster and easier.

For example:

- ⇒ Your course teaches people how to plot a novel. You can offer a mind map of the process, a checklist of the process, and a worksheet to help writers develop their characters.
- ⇒ Your course teaches people how to lose weight. Your bonuses can include a meal-planning worksheet, a set of customizable meal plans, a set of recipes, and grocery lists.

Note that you can outsource these bonuses, or you can create them yourself.

Conclusion

Now that you've got a planner in hand, your next step is simple: **take action!** Tweak this planner as needed to suit your schedule and the type of product you want to create. Then roll up your sleeves and get to work!