



Phase #2 – Preparation

Deciding how to package your product and who to outsource the work to.

Product Development

- How are you going to package your content?
 - Software
 - Public Domain
 - Interviews
 - Seminar Videos
 - Re-Niche a product
 - Book on CD
 - Resource CD
 - Recycled content
 - Camtasia Video
 - Idea Collection
 - Others Content
 - Podcasts
 - Membership Site / Continuity program
 - Teleseminars
 - Ghost Writers
 - Free Coaching Calls
 - Audio Explain Outline
 - Mastermind Roundtables
 - T-shirts or other merchandise
 - Private Label
 - Case Studies
 - **Or a combination of any of these...**

- What people will need to be involved in the content creation above?
- How will you package your product? (digital, physical / text, audio, video...)

Outsourcing

- What parts of this process can you outsource?
 - Content creation
 - Content editing
 - Website design / maintenance
 - Graphic design
 - Copywriting
 - Traffic generation
 - Product creation
 - Fulfillment
 - Merchant accounts
 - Affiliate management
 - Customer support

- What parts can't you outsource?
- Where do you want to hire your workers from?
 - Agentsofvalue.com
 - Guru.com
 - Scriptlance.com
 - Elance.com
 - Workaholicsforhire.com

- Which things will you outsource now – and which things will you outsource later?