



Phase #3 – Product Development

Turning your idea from concept to a product!

Website Work

- What is the domain name for your product?
- What is the domain name for your company?
- Where are you going to host your website? (shared or dedicated server)
- What autoresponder service are you going to use to build your list?
- What service will you use to survey your potential customers?
- What merchant service do you want to use to accept orders?

Product Research

- Create a short 1 question survey asking “What is your single most important question regarding _____” (use your hook – not just boring product name)
- Find 1-2 simple and fast ways to drive people to your survey page. (Usually forums and PPC)
- Try to get 50-100 responses to complete your research stage.

Forming Your Outline

- Categorize your feedback into 8 – 10 categories.
- Use the categories to create an outline of everything that needs to be covered in the content in a logical order.
- Write a compelling headline to sell each section of your outline.
- Find at least one story or case study that you can tell for each section of your outline.
- Write 5 - 10 ways that someone could implement what the story / case study teaches.
- Write one solid action item that a person should come away with from each section.

Create The Content

- Text – write or hire a ghost writer to fill in the blanks.
- Audio – record yourself teaching the concepts in each section.
- Screen Capture Video – Turn outline into a powerpoint and record yourself teaching the concepts in each section with camtasia.
- Video – record yourself teaching the concepts in each section on video
- Interviews – record yourself interviewing an expert about each section.
- ETC...

Package The Content

- Text – pdf, exe or print book
- Audio – mp3, IPOD or CD
- Screen Capture Video – AVI, Flash or CD
- Video – AVI, Flash or CD
- Interviews – mp3, IPOD or CD
- Graphics designe for CD/DVD/Book packaging or for ecovers.

Fulfill The Content

- Digital – download the product
- Physical – printing / fulfillment of the product (Disk.com, 48hrbooks.com, SpeakerFulfillmentServices.com, doctorduplicator.com, ViaTechPub.com)