

[The 7 Day Product Launch Worksheet

How To Launch Your OWN Information Product In 7 Days or Less

[d e s c r i p t i o n

This worksheet will help guide you step by step through the process of launching your FIRST information product in 7 days or less. Though the types of information products, along with the amount of time, resources, effort and money to bring an information product to launch can vary greatly, getting your very first information product to market is actually quite simple .

There is an enormous amount of information all around us. It is a fact that people will happily pay you for information that will help them solve their problems. There are benefits to providing valuable content so let's dig in to how you can create and market your OWN!

[d a y 1 Find Your Niche

The first step to creating your first information product is to identify your niche and who you want to create your product for. Identify what your audience wants and give it to them. As a provider of information, your job is to give your readers the content they want, in a way that they can easily understand it.

1. **Ask yourself what are you knowledgeable about?**
2. **What information, skill sets, resources or knowledge do you have that can be beneficial to someone else?**
3. **What have you Mastered? (internet marketing, SEO, Facebook marketing, prospecting, closing, social media marketing, etc.)**
4. **What problems and challenges are you currently facing that you would like to have solved?**
5. **What is the demand in your industry for the type of information you have?**

Here are a few ideas on Niches:

1. Network Marketing and MLM
2. SEO (Search Engine Optimization)
3. Personal Development

4. Internet Marketing
5. Video Marketing
6. Attraction Marketing
7. Facebook Marketing
8. Offline Marketing
9. List Building and Email Marketing
10. Blogging
11. Building An Online Brand
12. Affiliate Marketing
13. Building Backlinks
14. Article Marketing
15. Home Based Business
16. Keyword Research
17. How To Create Your Own Information Products
18. Meetups
19. Adwords
20. Adsense
21. Forum Marketing
22. Twitter Marketing
23. Membership sites
24. eBooks
25. How To Pick An MLM Company
26. Joint Ventures
27. Syndication Tribes
28. Recruiting Up
29. Wordpress Plugins
30. Aweber and Autoresponders
31. Copywriting
32. Multiple Streams of Income
33. Capture Pages
34. Mobile Marketing
35. Funded Proposals

[d a y 2 Market Research

Once you have chosen your niche start doing research to learn more about what your target audience wants and the information you will need to know in order to create a quality product that solves their challenges and problems.

Create a survey: use Survey Money to create your survey (<http://www.surveymonkey.com>)

Keep your survey to 3 to 5 question max. Keep your questions simple, ask nicely - perhaps offering something in return for them taking the time to fill the survey out.

Promote Your Survey: Blog list, Twitter, Facebook Fan Page, Groups and Walls, LinkedIn, Forums, Video request, etc.

[d a y 3 Create An Outline and Offer Based On Your Ideas

The most important part of creating your information product is the planning process. How well you plan and outline your project will not only determine how easy it will be for you to produce it, but ultimately how successful it will be.

Mindmapping and Brainstorming (<http://www.mindmeister.com>):

A mindmap is a visual representation of your thoughts and ideas and how they relate to each other on paper.

Create an Outline: The purpose of an outline is to see the different parts of your product in the order that they will be presented to your readers, viewers or listeners. Your outline is almost like a Table of Contents and will give you an idea of the layout of your product.

Create an Offer: Know why you are creating this product and what be able to convey why you are offering it to your target marketing. In other words, why should someone buy this product from you or opt-in to your list to get access to this product. How is it going to help them?

[d a y 4 Tools For Your Content

Once you have an outline of the information you want to put into your information product, it is now time to determine how you will deliver your information product to the market. **Here are the 3 mediums you can choose from:**

Audio: CD, Podcasts or Digital Audio Download

Tools You'll Need:

Recorder

Smart Phone

Audacity (<http://audacity.com>)

iTunes

Video: Video Course or Webinar Series

Tools You'll Need:

Flip or Kodak Zi8 Pocket Camera

Camtasia
ScreenFlow
Webinar or Broadcasting Platform
Powerpoint
iMovie

Text: eBook or Hard Cover Book

Tools You'll Need:

Wordprocessor such as Word, Pages for Mac, Google Docs or
Openoffice.org.
PDF converter

[d a y 5 Create Your Content:

Speak, Record and Write your Information product into existence. Using your outline start bringing your product to life. Be creative, relax and have fun!

Don't forget the Following:

Links back to your blog or website: (especially if you are creating an eBook). It creates free traffic and if the links are monetized, additional income as well.

Images: If your info product is a video or eBook, keep your reader engaged by including images and graphics. This will enhance the viewers experience and add value to your product.

A thank you at the end of your product: It's a great way to reconnect with your audience and it's a great place to put a call to action, tell them what you want them to do next.

[d a y 6 Get Ready to Launch.

Complete any final touches, graphics, eBook covers, proof-reading and editing that needs to be done. Let a friend preview your product. They can suggest any last minute changes or fixes.

If your information product is a PAID product make sure you have your e-Junkie (<http://www.e-junkie.com>) or PayPal (<http://www.paypal.com>) account connected properly to insure delivery of payment.

If it is a FREE product that you are using to build your email list, make sure all of your opt-in forms are correct and ready to go along with confirmation and follow-up emails or autoreponders series.

Do a Test of all forms, shopping cart buttons, paypal links, and autoresponder before your launch. You want to catch any errors or broken links before your customers do!

[d a y 7 Market, Market, Market!

What good is it to create a product and no one sees it. Here are a few ways to market and promote your product for maximum exposure.

Create Buzz Before You Launch: Talk about the progress of your product on your website or blog as you are creating it, create video series on YouTube about your upcoming product, have your colleagues, peers or your mentor hype the product for you, and let your email list know something huge is in the works.

Once your product has launched continue to promote!

Social Media: Promote in Facebook Groups and on Fan Pages, Twitter, Forums, Ning sites, on YouTube, etc.

Paid Marketing: Google Adwords and Facebook Ads

Make sure your Product is visible on your blog: Make sure your product offer is above the fold, in your sidebar (this way readers will see it even if they are not on the homepage) and in your "recommended resources" page

Add links in your email and auto responder signatures: Easy way to grab your subscribers attention

Incorporate into your article marketing : Add to resource box or link readers back to your product page.

Consider setting up an affiliate program

Creating your OWN information product is a great way to give yourself some authority in your niche and possibly make some additional income at the same time. All you need to do to get started, is the get started! Don't wait around until you know enough, have been in the industry long enough, or feel comfortable enough! Do it now and you'll be amazed at what it can do for your business!