

The background of the entire image is a light gray color, densely populated with small, colorful line-art icons. These icons include a variety of symbols such as thumbs up, speech bubbles, rockets, lightbulbs, shopping carts, and various geometric shapes, all in colors like blue, orange, green, and purple. In the center of the image is a large blue rectangle with rounded corners. Inside this rectangle, the title 'Product Creation Masterclass' is written in a large, white, serif font. Below the title, the subtitle 'Build Your First Product and Earn Your First Dollar In 30 Days' is written in a smaller, white, sans-serif font. At the bottom of the blue rectangle, there is a darker blue horizontal bar. Inside this bar, the text 'POWERED BY' is in white, followed by a white envelope icon and the word 'ConvertKit' in a white, sans-serif font.

Product Creation Masterclass

Build Your First Product and Earn Your
First Dollar In 30 Days

POWERED BY  ConvertKit

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Narrowing Your Niche and Creating Your Ideal Customer Avatar

We're so excited you're here for Day 1 of our Product Creation Masterclass! Throughout this month-long masterclass, we'll teach you how to make your first product from start to finish.

That's right, everything from product planning to testing to promoting. The whole enchilada.

Before jumping right into the creation process (it's tempting, we know!), let's take a step back and talk about narrowing your niche.

Whether you pronounce it "neesh" or "nitch", one thing's for sure: specificity is king.

Have you ever gone to a networking event and asked someone what they do, only to be told a laundry list of 6 things they're working on?

While many of us are naturally multi-passionate, it's important to build a memorable brand by narrowing in on the one thing you do best.

One purpose. One mission statement. One focus. One niche.

When Nathan Barry created ConvertKit, he didn't design and develop it to fit every industry on the market.

He had a very specific goal: to help professional bloggers and content-driven business owners make an income online through simple, easy-to-use email marketing.

By niching down, Nathan was able to give a valuable solution to a specific audience rather than trying to build software that pleased everyone (which we know is

impossible). It's like your momma always said, "You can't please everyone, and shouldn't want to."

What valuable solutions can you offer your desired audience?

Deeply understanding your niche is the first step.

Here are a few prompts to guide you through the process of defining your niche:

- What are my natural-born talents? (traits that seem to be a part of your DNA)
- What are my learned skills? (skills you've acquired over time)
- What would my friends and family say is my superpower?
- What are my weaknesses? (sometimes this can reveal your strengths, too!)
- What title have I used to describe myself? Does it still fit what I do?
- What do I want to be known for?

Once you've answered the questions, you can start to piece them together to form a better understanding of your niche.

Maybe you answered that you're a natural-born educator, always teaching others and volunteering as a mentor to budding professionals. Pairing that with your interest in digital marketing and the result is a social media expert who gives solutions through teaching and speaking.

Or maybe you answered that you're a natural-born leader, always taking the reigns during group projects as a masterful delegator. Pairing that with your interest in visual

brand development and the result is a branding expert who gives solutions through big picture thinking and high-level collaborations.

All of this talk about niching down brings us to a sticky situation...

Did you notice the word we kept repeating above? You know the one: *expert*.

The #1 fear holding people back from making income online isn't launching new products, setting up payment schedules, or even organizing taxes.

It's not feeling like enough of an expert in our field.

This can also come from seeing other leaders in our industry cover topics we'd like to teach on, too. It can feel like everything has been done before, *but it hasn't been done by you yet*.

Sure, you may not be the first person who's ever taught someone how to hand-letter an invitation or edit images in Photoshop, but no one else has your unique perspective, set of experiences, or exact blend of skills.

We believe you have something desirable and unique to teach and share. It's exactly why we created this Product Creation Masterclass, so let's determine who your product is for.

Why is it important to know who your ideal customer is?

Defining your ideal buyer will help you create better, more actionable content with their specific needs in mind. The more targeted your audience and content is, the easier it is to create content that establishes you as an authority in your niche.

It's better to have 100 highly-interested and product-motivated subscribers than 1,000 subscribers who stay silent and don't take action.

To help you dig into the mind of your ideal customer, here's a few prompts:

- What does your ideal customer's ideal day look like?

- Where do their motivations come from?
- What do they value? What don't they value?
- What are their strengths? Their weaknesses?
- Why do they want to learn about your niche or product topic?
- What are their struggles with your product topic?
- What inspires them about your product topic?
- How do they process information and learn?

If you already have an audience, consider which blog readers or subscribers you're already connected with and if any fit your ideal customer avatar. You can also do this by looking at who follows you on social media, too.

If you don't have an audience yet, no worries! You can instead search on social media and find people who match your ideal customer. It may also help to think about people you personally know who may fit your ideal customer profile.

Not every customer that buys from you will *exactly* fit your ideal customer profile but this intention will help you attract more of your ideal customers since you're providing tailored content that builds trust.

Phew! How are you feeling after our first lesson?

We want you to walk away today with a renewed sense of confidence in what you have to offer as an expert, a narrowed in niche, and an ideal customer avatar that directly speaks to who you want to create your first product for.

Tomorrow we'll talk about what kind of niche product you should create with your ideal customer in mind.

What Type of Digital Product Should I Create?

Your digital product goal: to teach a specific audience about a specific topic.

Seems simple, right? It is until you start to think about all the different product types that are available to you.

Because we love to see our community of professional bloggers and content-driven business owners share their expertise through teaching, we're going to dig into two content types we l-o-v-e.

Ebook

Since you're already creating content as a blogger, using your writing skills to self-publish an ebook may seem like a no-brainer.

But maybe an ebook sounds like a BIG undertaking and you're having difficulty seeing the finish line. What you may not realize is the high-quality, long-form blog content you've already created could become a full chapter in your book.

With repurposed content, ebooks are a profitable and smart way to make an income online, but is it right for you? Let's talk it through.

The Pros of Creating an Ebook

- **It's a natural fit for bloggers:** Because you've already mastered your written voice through blogging, creating an ebook is a natural next step.
- **Reduced costs:** Since it's not a printed or physical product, ebook costs are relatively low which means a larger profit margin for you.
- **Easy to download and multi-device compatible:** Instead of waiting a few days to have a printed product shipped, your customers can instantly download a PDF copy of your ebook right after purchasing. It's also

perfect for people on-the-go since your ebook can be accessed from any device.

The Cons of Creating an Ebook

- **Lower price point:** Ebooks are traditionally sold for less than a course, sometimes hundreds of dollars less. The low end of an ebook is around \$10-15 whereas for a valuable course, it's around \$100.
- **Higher word count:** Courses are made with multi-media sources like audio and video so ebooks require a higher word count without the visual aid.
- **Often bigger time investment:** Because of the higher word count needed to create an ebook, it can take longer to create than a course. You also will need to stick to a daily writing schedule to keep on track with your deadline.

Suggested Tools

- **Canva:** Creating an ebook cover has never been easier! You can use [Canva](#) to create promo graphics and other visuals needed for launch too.
- **Beacon.by:** Use [Beacon.by](#) to convert your existing blog posts into professionally designed, downloadable content.
- **Hemingway App:** Need some extra assistance with editing? Simply copy and paste your chapters into the [Hemingway App](#) and assess your ebook's readability and content quality.

Course

What if your product topic needs more than a written explanation? Maybe it needs to be accompanied by step-by-step tutorials and guided audio instructions. If so, a course

may be a good option.

A digital course is a series of individually recorded classes or lectures, usually broken into modules with multiple lessons within each.

It can be offered either through your website, hosted on a third-party site, or delivered through email (*cough cough* [ConvertKit can help!](#) *cough cough*).

Courses are great for professional bloggers who want to become more visible as educators in their niche. If this sounds like you, let's go over some other pros...

The Pros of Creating a Course

- **Typically higher price point:** With a combination of audio, video, visual, and written lessons, there's more perceived value in the eyes of a customer. This means you can raise your price regardless of the amount of time you spend on a course vs. ebook.
- **Great for visual and auditory learners:** While some people love to learn by reading, others get more out of visual or auditory teaching styles. A course can help you teach in all styles so everyone can learn something from your product.
- **More customer interaction:** By creating a course, you can easily create a community of students who are all going through the same exercises. It often makes course worth the investment all on its own.

The Cons of Courses

- **Higher learning curve:** Creating a course will require skills outside of writing like audio and audio recording, editing, and tech setup. It may take extra time to cultivate these skills and put them into action.
- **Multiple launches:** Looking for a one-and-done kind of product? Courses need updating and editing for each launch, which creates more work in the back-end.
- **More content types:** Depending on your level of understanding in creating audio and video content, it may take more time and energy to create multiple kinds of content rather than just text.

Suggested Tools

- **Teachable:** a custom course builder that allows to create and sell beautiful online courses with a simple-to-use interface.
- **Thinkific:** also a custom course builder to create, market, and sell your online course with gorgeous design customizations.
- **Coach:** Sell your online course or digital download from your own beautiful storefront in seconds. With Coach, making a living off your passion has never been easier or more affordable. Maybe you're not quite sure an ebook or course will suit your product idea.

Although popular, these two product types are not the only way to make an income online.

We'll be using the examples of an ebook and course throughout the next few weeks, but you can take the same principles and apply them to other digital product types like:

- **Tutorials** – screenshare or personal video stand-alone or a collection of trainings
- **Themes and Templates** – everything from social media graphics to website themes to blog post graphics to slideshare decks and beyond.
- **Photography** – selling collections of stock photography or building a membership library
- **Printables** – hand-lettered art, calendars, spreadsheets, planners, and more
- **Membership Sites** – add various product type resources with a built-in community
- **Apps** – mobile apps or full-blown web applications
- ... and more!

Do you have your digital product type in mind? Great!

Before we dive head-first into creating the plan for your product, we need to validate your product topic to make sure it's profitable and highly desired by your ideal customer. Stay tuned tomorrow for our lesson on this!

LESSON THREE

Validating Your Product Idea

Have you ever created a blog post that you thought blog readers would love, bringing you loads of organic traffic and driving tons of social shares, only to find people weren't that interested after all?

We've all been there. No matter how much we think we know our ideal customers wants and needs, they can surprise us.

With a blog post, you just shrug and move onto the next topic idea you have.

With a digital product, there's more time and money involved so validating your product idea before you start creating it will save you from hair-pulling stress down the road.

No one can say with absolute certainty what will and won't be a success, but going through the product idea validation process will help you get closer.

What's the best way to validate your product idea as sellable and profitable?

By selling it.

Wait, doesn't that seem like we're rushing into things a bit? Not if you look at it from this point of view. Think of it as getting pre-orders for your product.

If you were selling a new apparel collection, you wouldn't blindly order 100 pairs of graphic tees without knowing if your customers are more interested in tees, tank tops, or long-sleeved shirts.

You don't have to make an educated guess. You can prove if your product idea is profitable by asking and prompting.

It's basic economics. The most successful businesses are those who offer solutions where there is already demand.

Without the demand, the solutions are obsolete.

It would be awful to spend countless hours on creating a content outline, writing each chapter, and designing an ebook without knowing if any customers will want to buy it.

Money talks, and before we invest time and money into creating our first product, we want to hear what it has to say.

Let's walk through the validation process step-by-step...

Survey Blog Readers

Once you've finished brainstorming differing product ideas, the first thing to do is narrow them down to a few options. From there, create a survey for your blog readers (or anyone else you know who fits your [ideal customer avatar](#)) that asks them to vote for which topics they're most interested in.

Some bloggers stop here in the validating process, thinking they have what they need to start creating their first product but this is only the beginning.

Have One-on-One Conversations with Ideal Customers

You can take the survey one step further by reaching out personally to a select few survey participants who fit your ideal customer avatar. This can be done through a personalized email, quick 10 minute phone call, or a longer video call.

Make sure you're having conversations with people you

don't know personally, too. If we only interview people we know, it's easy to get biased answers or have close friends tell us what we want to hear. Neither of these things are helpful.

Taking this extra time to learn about the “why” behind each person's answer can help you determine if your product idea is still the right fit for them and for your business. Not only do you get an inside look into the mind of your ideal customer, but those who are still interested could become your next beta testers (more on this soon). Win win!

Send Educational Content and Build Waitlist

From the survey participants who were interested in your specific product idea, you can start to prime them with more information on the subject. Instead of jumping straight to the sale, we recommend priming them with educational content that shows (a) you have expertise in your field (b) they connect with your teaching style (c) they want and need to learn more about what you're teaching.

This is made easy with our automated email sequences. Simply write and format 4-6 emails centered on your product topic, then add soft and hard pitches to presell your product to this focus group. This can also be done by adding interested subscribers to a product waitlist.

From the product waitlist, we can *finally* see how many people are actually interested enough in your product to put their money where their mouth is. This is the ultimate test in seeing if your product idea will be profitable. We have a lesson coming up next week all about how to create and position your waitlist in order to attract the best beta testers so hang tight!

Set a Validation Goal and Ask for Payment

Now comes the difficult question of “How many sales do I need before my idea is successfully validated?” There's no one easy answer but a great place to start is understanding your pricing.

In this validation phase, it's best to choose a realistic price, one that's affordable enough to be a no-brainer for those who are interested by high enough to not be, well, free.

Maybe you only sell one lesson from the bigger course or give an early-bird price on your ebook. The goal is to see if anyone is willing to pay to learn more about your product topic.

Once you have a monetary goal in mind, you can find through simple math (thankfully!) how many pre-sales you need in order to deem the product as profitable and worthy of creating. If you can get around 10-15 sales at your reasonable price, all from ideal customers, it's safe to say you've validated this idea and can step into the creation process.

Intentional Goal Setting for Your First Product and Clarifying Its Purpose

Now that you've gone through the product idea validation process, you may want to jump right into the content outline... hold up! There's still a few more pieces of the puzzle we need to put in place.

We need to set primary goals for your first product but before we even do that, we first have to understand the "why" behind what we're creating and selling.

What is the main purpose behind your first product?

When you look at a solid, strategic plan, you'll always see the project's purpose listed before its objectives. This is because the clarity of your purpose determines what your objectives are.

Your purpose doesn't have to be grandiose or complicated. It can be defined easily after asking yourself these simple questions:

- What is my product going to help my audience with?
- How is my product going to help my audience?
- Why does my audience want/need my product?

Maybe it's creating a self-paced course that stay-at-home moms can complete in their own time and learn about making money online so they can contribute to their household income while the kids are at school.

Maybe it's creating an easy-to-digest ebook outlining the different processes you used to get out of debt over the course of a year while helping postgrad professionals do the same and pay off their student loans more quickly.

Products are often motivated by the creator wanting to save their audience from a similar struggle they

experienced or a struggle they worked hard to avoid.

Whatever is motivating you to create a product, be clear about its purpose before you move into the goal setting process.

Your goals should clearly outline what "success" looks like for your first product.

First ask yourself, *What are my product goals driven by?*

Are you saving up to quit your 9-5 job, starting a family vacation fund, looking to pay off your mortgage, or saving for retirement?

Each of these motivating factors will largely affect the goals you set for your product depending on how much you need to make in order to satisfy those objectives.

You want to go into your product launch with a clear vision of what you'd like to accomplish (like we just talked about) and what numbers you need to hit to make it a success for you.

Let's break down how to find those numbers!

With a course, you can charge a premium price (likely hundreds of dollars) because of how much value you can pack into it with extended video lessons and add-ons.

Since an ebook is a lower barrier to entry product, you'll need more sales to make up for its lower price but the price point sometimes makes it an easier sell.

Let's say you want to generate \$3,000 from your first product. If you sell your course at \$100, you'll need 30

students to reach your goal.

But what if you increased the price to \$300 by adding expert interviews and a private mastermind community? Now you only need 10 students to reach your goal.

What if you have an email list already built? We can get even closer to our goal!

The average conversion rate is around 2% for digital products sold through email marketing. That might seem low, but let's put it into action.

Let's say you have a solid 100 subscribers right now and grow your email list to 500 subscribers with lead magnets and a waitlist for your product (which we'll talk more about in week 3).

Here's a formula to help us find our potential product income:

Number of Subscribers x Conversion Rate (.02) = Number of Students

Number of Students x Product Price = Income Goal

If you have an email list of 500 subscribers, you'd multiply that by the standard 2% conversion rate to give you 10 students.

We already did the math above to show that at 10 students, you would exactly meet your income goal at \$3,000 with a \$300 course.

Now it's your turn! Take time to sit down and play with your own numbers to find the perfect price point to meet your monetary goal.

Creating an Ideal Timeline for All Product Tasks

One of the biggest roadblocks that holds back incredible product creators-in-the-making is feeling like they don't have enough time to create a product.

When factoring in all of their other responsibilities, creating an income-generating product can seem far-fetched, but not with the right timeline.

You don't need to take off an entire month (or more) to create a highly valuable offering.

Some of the most influential product creators who use ConvertKit (you know, Pat Flynn, Mariah Coz, Jason Zook, and more) carved out time to work on their products within their already packed schedules.

They just knew how to get work done in the time that they had.

That's why we want to help you create a product timeline that feels manageable and motivating today.

The beautiful thing about digital products is they can be made around your schedule!

Whether you're a digital nomad blogger and entrepreneur, or building a side hustle to soon replace your full-time job income, you can create a timeline right now that fits where you are.

If you know you'll be traveling on the road next week but still want to work on your product, prioritize writing blog posts around your launch, a launch email sequence, and social media copy, all of which can be done without an internet connection.

If you have an upcoming weekend you want to dedicate to your product, prioritize filming a promo video for your

sales page, creating a promotional plan, and making a list of potential affiliates.

Tackle what you can, when you can in a way that fits into your current schedule.

Okay, how do I decide which tasks to work on *first*?

The good news is you already have several of the planning tasks done from the lessons in week 1 of our Product Creation Masterclass!

Since we want to help you in a timeline of 30 days, here is how we're breaking down each week. You can always adjust the timeline to better fit your schedule this month.

4 weeks to launch:

- Type of product you want to create (done!)
- Validated product idea (done!)
- Setting goals for your product (done!)
- Creating launch plan: content outline, creation, promotion (in progress)

3 weeks to launch:

- Creating launch content and copy needed for selling product. Can include:
 - Demo decks
 - Product screenshots
 - Sales materials
 - Landing page
 - Website updates

- Emails
- Sales page
- Swipe copy
- Homepage takeover for opt-in forms
- Creating lead magnets and opt-ins to build your email list.
- Writing launch email sequence for interested subscribers.
- Writing blog posts around your product launch.
- Positioning your product.
- Promoting your waitlist.
- Finding beta testers and affiliates while working with influencers.
- Start posting teasers about product launch on social media.

2 weeks to launch:

- Send survey to beta testers.
- Editing content based on beta tester feedback.
- Finalizing the pricing of your product based on beta tester feedback.
- Introducing your product to relevant communities.
- Sending all affiliate swipe copy.

1 week to launch:

- Setup shopping cart.
- Setup all necessary tech for live webinars, landing pages, etc.
- Creating sales funnel for people who click to opt-in and for after they've purchased.
- Creating thank you page for people who purchased.

Launch week:

- Keep sharing on social media and through your email list.
- Make your launch feel like a special event! A few ideas:
 - Host a live webinar

- Host a live Q&A session
- Hit the podcast circuit
- Host a Twitter Chat
- Release a new (longer-than-a-teaser) promo

Phew! It may sound like a lot, but you'll be crossing tasks off your list in no time!

Set aside 10 minutes this weekend to create time blocks in your calendar so you know when to work on your product in the weeks ahead.

We're excited to start Week 2 which will be focused on Product Creation!

In the meantime, you can start digging into the [free trial of ConvertKit](#) so writing launch email sequences and promoting your product is a breeze.

Creating a Content Outline

How are things going after Week One?!

You've already chosen your product type, identified your ideal customer, validated your profitable product idea, and set intentional goals. Wow, you're on a roll!

Need some time to catch up on last week's lessons? No worries! Set aside time this week to read through last week's lessons before you jump into today's email.

Ready to create the content outline for your first product? Let's start.

Your product's success is found in your content outline.

The more organized and streamlined your outline, the more confident you'll feel stepping into the creation process. It also makes positioning and promoting your product so much easier.

Not only is the content outline important to you as the creator, but also helps your ideal customer know what to expect and what they'll learn through your product.

For an ebook, it outlines each chapter and heading. For a course, it outlines each module and lesson.

So where do we begin? Let's start by listing out some of the things you already know:

- Purpose:
- Ideal Customer:
- Main Objective:
- Income Goal:
- Students/Number of Sales Goal:

From this list, we'll be able to start outlining the content within your product. We recommend doing this brainstorming session in one sitting when your focus is high and distractions are low.

First, write a bulleted list of topics you want to address. Write down anything that comes to mind. We will make edits and rearrange topics later.

For example, let's say you're creating a course on photo styling. You may have a list that looks like this:

- Prop styling
- Finding the right photo props
- How to find your visual aesthetic
- Creating a moodboard
- Camera settings
- Editing photos
- Branding images
- Using your camera
- Cropping photos
- Rule-of-thirds principle
- Using filters and presets
- The best photo apps

As you write down your master list of topics, you'll start to see broader themes appear along with specific topics.

Let's call the broader themes your "main topics". These will act as an umbrella for more specific topics to fall under. Let's underline these.

The specific topics then will be our “subtopics”. These are usually more actionable and follow a step-by-step process of learning. Let’s put these in italics.

- Prop styling
 - Finding the right photo props
 - How to find your visual aesthetic
 - Creating a moodboard
 - Camera settings
- Editing photos
 - Shopping for props
- Branding images
- Using your camera
 - Cropping photos
 - Rule-of-thirds principle
 - Using filters and presets
 - The best photo apps
 - Choosing color palette

Now that we have our main topics and subtopics defined, let’s put these into a content outline. Because we’re using the example of a course, we’ll break it down into modules (main topics) and lessons (subtopics).

Module 1: Branding Images

- Lesson 1: How to Find Your Visual Aesthetic
- Lesson 2: Choosing a Color Palette
- Lesson 3: Creating a Moodboard

Module 2: Prop Styling

- Lesson 1: Finding the Right Photo Props
- Lesson 2: Shopping for Props

Module 3: Using Your Camera

- Lesson 1: Camera Settings
- Lesson 2: Rule-of-Thirds Principle

Module 4: Editing Photos

- Lesson 1: Cropping Photos
- Lesson 2: Best Photo Editing Apps
- Lesson 3: Using Filters and Presets

With your modules and lessons in order, it’s now time to ask for feedback!

Sometimes in our brainstorm, we miss a big piece of the puzzle. It happens when we become too close to the product subject, so don’t sweat it.

Getting the feedback of people who fit your ideal customer OR trusted friends in the industry can be majorly helpful in finalizing your content outline.

It’ll also help you build confidence going into the beta testing phase as you get used to receiving feedback from others.

Don’t wait until your outline is “perfect” before you share it with others. We recommend emailing it right after you’ve finished your first draft. Remember, progress over perfection!

When you’re ready to share your content outline, ask the reviewer:

- Are there any key lessons or exercises I may have overlooked?
- What would you want to learn in a product about _____ ?
- What do you think would be helpful to add?
- What format do you think this would be best taught in?
- Do you think there’s enough content here?
- Do you think there’s too much content here?

After you’ve had 2-3 set of eyes on your outline and received quality feedback, you can make edits to your content outline and finalize it.

Now you’re a teacher equipped with a syllabus!

Easier than you thought, right?

Now the question becomes how much content do you need to create within each module and lesson. We’ll be covering this in our lesson tomorrow so hang tight!

How Much Content Do I Need to Create?

While you want to add enough content in your product to be valuable, you don't want to overwhelm your audience with too much content either.

It may seem like the more information and tutorials you include, the higher the value of your product is, but that's not usually the case.

Lessons or chapters that are clear and concise are easier to digest and more valuable to your ideal customer. This is because they get the most important information upfront rather than having to dig through long lessons or chapters to search for what they need.

So where's the happy medium between not enough content and too much?

The first question to ask yourself is "What is the *right* information to include in my product?"

To answer this, let's start by using taking a single module or chapter and create a content plan. We'll continue to use the example of a photo styling course from yesterday's lesson.

The first module we chose for the photo styling course was titled Branding Images. Using this module, we'll want to set one specific objective for what we want students to take away from its lessons.

Objective of Branding Images module: To help beginning photography students understand the basics of styling by discovering their own visual brand identity.

Now with our objective, we can look at the corresponding lessons we created. This is what we wrote down yesterday:

- Lesson 1: How to Find Your Visual Aesthetic

- Lesson 2: Choosing a Color Palette
- Lesson 3: Creating a Moodboard

Look at each lesson and see if it accomplishes our module objective. Our examples above pass the test!

If we included more lessons and another was called 'How to Create a Logo', we may find that while this is incredibly important in the branding process, it's not essential to our photo styling topic.

Put yourselves in the shoes of your ideal customer. Would you come to a photo styling course expecting to learn how to create a logo? Probably not. You can ask yourself the same questions with your own lesson plans.

Do this for the rest of your modules and lessons. Edit out anything that isn't necessary to learn within your product topic. This results in a more niche and highly desirable product.

How long should each piece of content be?

This question often appears when we start to think about how long our course videos should be or how many words should be in each of our chapters.

First, let's tackle ebooks.

Ebooks are usually read on mobile devices and tablets, meaning people read them on-the-go. This coupled with the shorter attention spans of people reading on screens vs. printed books means ebooks should be shorter in length.

The industry standard length of an ebook sits around 15,000-20,000 words so writing a 200+ page novel on your

product topic is *not* needed. Did you just breathe a sigh of relief? We did too!

What about courses?

Just like with an ebook, your audience has a short attention span. If you record multiple hour-long lessons within each module, you'll have a hard time retaining your students.

After all, students are purchasing your course for a quick, easy way to learn about your product topic. If they wanted to dig through dozens of hours of content, they'd turn to Google.

The optimal length for a course video is around 3-7 minutes with an ideal time marker of 5 minutes.

If you have a lesson tutorial that needs more time, break up your video into multiple sections so it's easier for students to digest. These bite-sized videos are great for students who want to learn at their own pace instead of all in one sitting.

Of course, the best way to know if you have the right amount of content in your product is to test it out!

That's why we believe in beta testing your product *before* you launch it.

Beta testers can give you real feedback on which lessons and chapters they loved as is, and others they feel need more information or less. It's far more valuable than an educated guess.

We'll talk all about beta testing starting on Friday, but we have a few more tips before we cut you loose. Stay tuned tomorrow for how to plan a sustainable creation process so you don't burnout. It's a good one!

Take some time today to brainstorm how long you want your ebook or course to be and review your content outline to see if it fits.

Planning a Sustainable Creation Process to Consistently Get Work Done

Your ideal timeline is going to come in handy for our lesson today on creating a sustainable creation process. The last thing you want is to stall out in the middle of creating your product because of the dreaded “b” word: burnout.

You may be looking at your timeline thinking *How in the world am I going to get this all done?* We’ve all been there. To combat stress, let’s talk about how we can find our own groove and sustain our energy during the creation process.

Break your weekly to-do list into daily tasks

Using the ideal timeline you already created in Lesson 5, create a weekly to-do list customized to your unique schedule. Once we know what needs to be done every week leading up to your beta tests and launch, we can start to cross tasks off the list.

Without breaking your weekly to-do list into daily tasks, it’s easy to wake up and feel overwhelmed with how much you *could* work on if you only knew where to start.

Instead, set your intention and plan for the next day the night before. When it’s time to start working on your product, you won’t spend the first few minutes trying to decide what to do first.

Most of us don’t have large blocks of time to devote to creating our products. We’re lucky to get a free Saturday afternoon, much less an appointment-free week.

Fit in tasks where you can!

Maybe during your morning commute, you can outline five lessons for one of your course modules. If you’re driving during your commute, create voice memos on your phone to talk through your ideas. During a kid’s sports practice,

you could start writing your first ebook chapter on a sheet of notebook paper to transcribe later. While waiting for a doctor’s appointment, you could do research on how to record high-quality course videos.

You’ll be surprised to see just how much time you have to tackle your product creation tasks!

Create content through batching

Have you ever tried to write content in between phone or video calls? Maybe you tried scheduling social media posts in between taping a podcast interview and recording a new video for your channel.

It feels *exhausting*, not because of the hours you’re putting in but because you need to switch gears every hour. This kind of multi-tasking will hurt your productivity. Instead, try batching.

Creating content in batches means completing one task at a time before moving on to the next.

As you work, you build up natural momentum which increases your productivity. Once you’re in the groove, we want you to stay in it by tackling similar tasks. Talk about efficiency!

If you’re already creating social media promo image templates, tackle your blog post and newsletter templates too. If you’re working on your sales page, create a thank you page for those who purchase your product. Stay in the zone.

Link up with an accountability buddy

On days when you can’t find the energy to work on your product, genuine encouragement from an accountability

buddy can make all the difference.

It's important to share your weekly to-do lists with your accountability partner so they can check in regularly to see if you are completing your tasks. Sometimes a loving kick-in-the-pants is all we need to refuel for the work ahead.

Your accountability buddy can be someone in your industry, a close friend, or even your partner or spouse. If your accountability partner is someone who doesn't quite understand the online business world, it may be helpful to form an additional mastermind group...

Organize a mastermind group (online or local)

What's better than one accountability buddy? Several of them! Not only will a mastermind group help you with encouragement, they can also be a sounding board for new ideas and give guidance with things they've learned.

Since you are creating your first product, gather a group 2-3 bloggers you're connected with who all want to create the same type of product.

Having a community of like-minded people around you who are all working to accomplish the same thing can be incredibly motivating and powerful. They'll make sure you stay on the right path *and* could be your first beta testers and affiliates.

You're already making incredible progress through our Product Creation Masterclass! If you continue to follow along with our daily lessons, you'll have your product ready to launch by Day 30 on May 19th!

Lead Magnet Ideas to Grow Your Email List with Subscribers Already Interested in Your Product

Before launching your first product, it's nice to have an email list to sell to. Your email list is something you own, meaning it's your strongest long-term marketing channel.

Luckily, it's never too early (or too late) to start building your email list!

The easiest, most simple way to grow a quality email list is through lead magnets.

What's that, you ask? A lead magnet is a free offer you give to a subscriber for signing up for your email list. It adds a lot upfront value, which is the key to building audience loyalty.

The great thing about a lead magnet is it can be placed *anywhere* on your website. You can include it in your blog's sidebar, in the header on your Homepage, in your About page, the list goes on.

Since you're already creating great blog content, let's add lead magnets to your blog posts.

We recommend writing educational content about your product topic before you launch so you educate your audience on its value. You can also add lead magnets to past blog posts you've written when the content is relevant.

Let's say you're writing an ebook on plant-based diets. You could write a mini 10-page ebook on 5 plant-based superfoods which details each superfood and gives a few healthy recipes.

You could then write separate blog posts on each of the superfoods by repurposing some of the content from your mini 10-page ebook. You have 5 potential blog posts right there, all leading to your lead magnet which qualifies

subscribers for potential interest in your extended plant-based diet ebook.

The best part is you can automate this whole process with ConvertKit by [setting up an email sequence](#) and attaching your PDF mini ebook download so it runs on its own.

So how do you decide which lead magnet type is right for you?

First, let's start by identifying the content we want to create into a lead magnet.

Think of your blog post as teaching step 1 of your product topic with the lead magnet teaching step 2. Your product will then summarize the first couple steps and teach all of the following steps in-depth.

A great way to determine what content would be a good fit for a lead magnet is by choosing one subtopic from your content outline.

Remember our previous example of a photo styling course? You could create a lead magnet on Choosing the Right Color Palette or the Best Photo Editing Apps. It relates to the bigger product topic while leaving enough room to teach many more lessons on photo styling to make purchasing the course worth it.

What kind of lead magnets perform the best?

Just like product types, there are dozens of lead magnets types available. Here are two that we love, which won't come as too much of a surprise since we love all things email.

Email Courses:

We're a little biased, but we love email courses. These work especially well with highly educational product topics. Email courses are a great way to prime your audience and test how interested they are in your product.

You may be wondering, *Why would I teach extra lessons for free?* Giving valuable content before you launch your first product is a great way to build trust and solidify that you are an expert they want to continue learning from.

Nathan Barry, our founder, made email courses super simple to create and setup with his 7 email sequence formula to optimize conversion rates and drive more product sales. Everything from how to write your introductory content to where to put your soft and hard product pitches is outlined in ConvertKit.

If you've already written blog posts or other types of content on your product topic, you can repurpose it into email course lessons. You may have more content created than you think.

Email Challenges:

Maybe creating an email challenge is more your style. With an email challenge, you'll have a set number of prompts sent to subscribers through daily emails that teach them about your desired subject.

Not only that, but you'll also ask subscribers to take action in some way. If we did an email challenge titled 4 Days to Perfectly Styled Photos, day 1 could be a prompt on how to find props for your brand photoshoot with a prompt for subscribers to create a prop shopping list and inventory list of props they already have.

These emails are usually shorter and more action-oriented than an email course, which is more focused on educational content.

To make the email challenge more shareable, create a unique branded hashtag subscribers can use on Twitter or Instagram to show their progress. These highly engaged subscribers could be your next beta testers or affiliates since they are already spreading the word.

Here's an additional list of lead magnet ideas to help you brainstorm:

- **Recorded video trainings:** a full series of tutorials or a recording of a past webinar.
- **Printable checklists:** a step-by-step process to learn more about your topic.
- **Worksheets:** helping subscribers map out their process, schedule, etc.
- **Workbooks:** helping subscribers gain clarity through product related prompts.
- **Facebook group or other community:** an active community of like-minded people who are interested in your product topic.

Ready to get started? [Sign up for your free trial of ConvertKit](#) and start creating [automated incentive emails](#) to deliver your lead magnets today!

Your goal for today: determine ONE lead magnet you will create to start attracting subscribers who are interested in your product topic.

This lead magnet will help us build our email list with quality subscribers who are already interested in what we have to offer. It's the perfect thing to bring us into tomorrow's lesson on building a product-driven waitlist so stay tuned!

Building a Product-Driven Waitlist and Select Beta Testers

Now it's time to really put all of these lessons into action by creating a waitlist. Your waitlist will help you select high quality beta testers, gain insights into what your ideal customers struggle with, and curate a list of people to promote your product to once you launch it.

What's included in a waitlist?

It may sound fancy but it's simply a list of people who have expressed an interest in your product. This is usually done through collecting email subscribers from a [dedicated landing page](#).

All you need is a bold headline to introduce the product, a little blurb explaining what the product is and why you're excited to create it, and a simple signup form to collect email addresses. You can be up and running in minutes!

How do we find the right beta testers through our waitlist?

We like to find beta testers by using the 10 Person Rule. It's exactly what it sounds like. By reaching out to 10 different people, you'll be able to identify who is a good fit to beta test your product.

You can repeat this process until you find 10 quality beta testers. Some beta testers may come from those who helped you validate your profitable product idea. Nifty!

The way to find beta testers is a bit different depending on if you have an email list already built or not. Let's dive in below.

If you haven't built an email list yet:

You can still take advantage of the 10 Person Rule even if you're just starting to collect email subscribers. Start by

identifying 10 people you know personally who can benefit from your blog content.

Be sure to choose people who are interested in what you're creating content about. These people could be close friends, coworkers, neighbors... Don't stop until you have 10 actual names listed out.

Next, you'll email each of them personally and ask them three questions:

1. What's your biggest frustration when learning about [topic]?
2. What websites, blogs, or forums do you visit now to learn about [topic]?
3. I'm starting a new site to teach [topic]. I'd love for you to be one of my beta readers. Interested?

You may have even better results if you split this into two separate emails. Questions 1 and 2 would go out in the first email to start a conversation, then if they're interested, you'll ask question 3.

If you already have an email list:

First, we'll start by creating a landing page for our waitlist. We'll send an email to our most engaged subscribers introducing our product topic. Then we'll ask if they are interested in learning more.

If so, they can simply reply to the email with a "yes" or click a link to a thank you page which will be automated within [ConvertKit](#) to tag the subscriber as interested. If you need more information about the subscriber, you can reply to their email with a few additional questions or include a short survey on the thank you page.

For the people who answered “yes”, take time to visit their websites, blogs, and social media accounts to see if they might be a good fit for beta testing. If so, ask them if they’re interested in a follow-up email.

You may also want to pitch influencers you’re connected with by using the three questions we covered above. It’s best to build a personal relationship with influencers before pitching rather than sending out a cold pitch.

Let’s talk more about promoting your waitlist.

Of course, the first place to introduce the waitlist is your current email list, but what about expanding your reach? Here are a few ways you can promote your waitlist to gain the attention of high quality beta testers:

- **Post on social media:** We all have more social media influence than we may realize, even if we don’t have multiple thousands of followers. Publish a quick tweet about your product waitlist, talk about it in your Instagram story, or create a shortened link and add it to your Pinterest bio.
- **Follow up with your lead magnet subscribers:** You already know people interested in your lead magnet are interested in product topic. This could be a great way to find beta testers!
- **Host a live Q&A webinar:** Not only will you get awesome insight into questions your ideal customers have but you’ll be able to reach out to the most engaged participants to see if they’re interested in beta testing.
- **After signing up for waitlist, ask for social shares:** Chances are the people who sign up for your waitlist know other people who might be interested in your product topic too. Giving them quick social sharing options helps further your reach.

After you’ve collected your list of beta testers, we’ll jump into next week and talk about what to do with the feedback you gain from your beta testers.

Send Survey to Beta Testers for Quality Feedback

Welcome to Week 3 of the Product Creation Masterclass! You're already halfway through. How does it feel?

Now that you have your beta testers (aka the select people who are testing your product before you launch) selected from our last lesson, we're going to jump forward and talk about how to effectively survey those beta testers. You can come back to this lesson if you're still gathering beta testers.

Let's talk surveys. When you want feedback on your blog content, you create and send reader surveys. The same goes for beta feedback.

Your beta tester survey will be the most eye-opening part of your entire product creation process.

Instead of relying solely on research and your own hypotheses, you finally have the opportunity to get *real* feedback on what's working and what's not. It's invaluable as a product creator, which is why we believe beta testing is essential in creating quality products.

How do we go about creating our beta tester survey?

It starts with understanding what we need to know and what our priorities are.

Chances are you entered the beta testing phase with a few questions. Maybe you're asking yourself, *Is there enough content in this lesson?*, or *Does the flow of modules and lessons work?*, or even *Is there enough white space in my design?*

This is your opportunity to have these questions answered honestly by unbiased people who have actually experienced your course or ebook.

The foundation of quality beta feedback is found in your survey questions. Here are a few things to keep in mind when writing your survey:

- **Keep it short:** You're more likely to get great beta tester feedback on 5-7 insightful questions than from 15-20 questions that stretch outside the scope of your product.
- **Be concise:** Shorter questions are easier to read and more open-ended, making the beta feedback that much better.
- **Proofread:** Be sure to read through your survey questions and make any necessary edits to grammar, punctuation, spelling, etc.
- **Include multiple question types:** You'll probably include open-ended questions for unique feedback, but you can also add in multiple choice questions, rating questions, and more.

Now for the fun part: brainstorming your survey questions!

If you need some help with brainstorming, we have a list to get your creative juices flowing:

- What lesson(s) did you gain the most from? Why?
- What lesson(s) did you gain the least from? How could these be improved?
- What did you like about how the course/ebook was presented?
- Did anything about the structure or format of the course/ebook frustrate you? Please describe.
- Were there any errors you found in the course/ebook? (spelling, grammar, punctuation, formatting, etc.)
- How long did it take you to complete the course/ebook?
- After completing the course/ebook, what price point do

you think is fair?

- After completing the course/ebook, are there any communities you're involved in that could benefit from this product?

Once you have your survey questions, it's time to create and design your survey.

We recommend using a free tool like [Typeform](#) or [SurveyMonkey](#) to host your survey and start collecting your responses. These tools make online surveys easy (and addictive)!

When the survey is complete and you've tested it to make sure it works, you'll send an email to your beta testers with a link to your online survey. We've got you covered with a simple email script below.

Hey [name here],

Thanks again for becoming a beta tester for my new product, [title here]. I hope you're enjoying the lessons as much as I did creating them!

I wanted to quickly reach out today to see if I could borrow 3 minutes of your time for a beta tester survey [add link here]. Would you mind filling it out by [date here]? Your feedback is so appreciated.

If you have any additional feedback, I'm all ears.

Thanks again,

[your name here]

Now you're ready to start collecting feedback from your beta testers! Let's recap the action steps of today's lesson so you know exactly what to work on.

- Write your survey
- Create and design your survey
- Test your survey
- Send your survey through email to beta testers

Tomorrow we'll cover what to actually do with the feedback you receive so you can make your first product even better. Stay tuned!

PS: With ConvertKit, you don't need to send individual emails to all of your beta testers. Simply tag all of your beta testers and send a broadcast (aka single newsletter) directly to them. Make email easier by [signing up for our free trial](#) today!

Edit Existing Content Based on Beta Tester Survey

Your beta tester survey has officially been sent and the feedback is starting to roll in.

You're excited to hear what they have to say about your first product, but now what do you do with the feedback?

When you go through the feedback from your beta testers, it's important to know what suggestions are most valuable to you.

Ask yourself these 3 key questions so you can determine which beta comments will be helpful in the editing phase.

Is the suggestion aligned with my product goals?

Let's say that a beta tester goes through your plant-based diet ebook and suggests you add a whole chapter on exercise routines. While physical activity does have to do with health, this suggestion takes you further away from your goal of creating a specific niche product.

Their suggestion may spark an idea for another product, but it's best to stay focused on your first product goals. Otherwise, we get shiny object syndrome with too many new ideas.

Is this criticism constructive?

If a beta tester's feedback is less than constructive, omit it from your records and continue editing your content based on the feedback from others. Only take feedback that is helpful to you and your product.

Did other beta testers suggest the same thing?

If multiple beta testers noted that your ebook typography is distracting or your course workbooks are hard to understand, it's safe to say it needs editing. If this happens, it may be beneficial to reach out to those who expressed the same thing and ask for more detailed feedback as to how you can fix it.

Once you've gone through all of the feedback with a fine-tooth comb, it's time to do some editing.

First, go through all of your course lessons or ebook chapters and highlight the portions your beta testers made suggestions on.

Take each section one-by-one and make the necessary edits.

Here are some purposeful edits you can make to your first product based on the feedback you received from your beta testers.

Ebooks:

- **Add an extra section to a chapter:** to give more context into your product topic or share a personal story that relates to the subject.
- **Create additional resources:** create and link to an accompanying worksheet, quiz, audio recording, or video to engage your readers.
- **Make edits to the ebook design:** to include more white space, change your font size, bold headers, or tweak other formatting choices.

Courses:

- **Retape a lesson video:** to include an extra step in the tutorial or a case study to give your students context.

- **Add an extra worksheet:** to give your students helpful prompts or help students create an outline for their ideas and processes.
- **Make edits to the course design:** to create a new layout for displaying the course modules and lessons, or add more visual appeal. (Our friends at Teachable and Thinkific make this easier with their course builder platforms!)

Then you can go through and make any edits to grammar, punctuation, and spelling errors your beta testers discovered. It happens to the best of us! That's why it helps to have extra sets of eyes on your content.

If you still have questions about a particular edit, feel free to circle back with the beta tester who offered the suggestion to see what they think about the new change.

Give yourself ample time to go through the feedback from your survey and make edits. You'll be glad you did!

Remember how we asked our beta testers what price point they thought was fair in Monday's lesson? We're going to use that to influence our product pricing in our lesson tomorrow. Hang tight!

Finding the Right Price for Your Ideal Customers

You may read the title of this lesson and ask yourself, Wait, didn't we cover this in Week 1?

You did validate your product idea in Lesson 3 and set a monetary goal in Lesson 4, but there's more to the equation. Now that you know more about your ideal customer and what your beta testers value, you can set your final price.

Let's revisit your income goal from Lesson 4.

If your subscribers have increased through lead magnets and your waitlist (woo hoo!) or your income goal has changed, plug your new numbers into the formula below.

Number of Subscribers x Conversion Rate (.02) = Number of Students

Number of Students x Product Price = Income Goal

Things like having a nurtured email list and a strong blog community will positively influence the number of students you attract during your launch. That's why we recommend getting started with building your email list through ConvertKit today!

What other elements go into choosing a price point?

A product's overall value is the most important element in price selection because having expertise in a specific niche, especially if it's highly sought after and rare, means you can set a higher price.

While we highly suggest pricing your product based on value, there are two other investments to keep in mind. We're talking about time and money.

Let's say you're building a course for the first time and don't have any audio or video recording equipment. While there are free editing software options, you may want to invest in an external microphone (usually around \$50-100) and a video camera (starts at around \$400-500).

Now if you still have a \$3,000 monetary goal for your product, you'll need to subtract the expenses you put into the project so you have a clearer picture of your overall profit.

To offset expenses, you can add more value to the course through multi-tier pricing, create more lead magnets to attract more subscribers, or work with additional affiliates to increase your reach. Or, for the overly ambitious, all of the above!

The time you spend learning how to use this new equipment is also an investment. Luckily, the time investment during your first product will help you streamline all future products.

There's just one more thing to cover before we set the final price.

Compare your original price point with the feedback you received from your beta testers on how much they'd be willing to pay.

Is it right on the money? Did the beta testers expect to pay less or more for your product?

Knowing what your beta testers are willing to pay is an important part of the equation since they are your ideal customers. Their opinions will likely be aligned with other ideal customers you want to attract.

If the price point suggested is **HIGHER** than your original price point:

You may have undervalued yourself. If you set the price of your course at \$150 but your beta testers say they'd pay upwards of \$300, you may want to think about raising the price.

If the price point suggested is **LOWER** than your original price point:

There might be a disconnect. If you were thinking about selling an ebook for \$45 and the majority of your beta testers say they wouldn't pay more than \$25, you can do one of two things:

- Add extra value to your product with bonuses (This is what we recommend!)
- Drop the price so it more closely fits the price point suggested by your beta testers

To add more value, here are a few bonuses you could include to sweeten the deal:

- For an ebook:
 - A video series or video challenge coupled with your ebook
 - An audio book recording of the ebook
 - Printable art, calendars, or templates that fit with your ebook
 - Special offers and discounts that are related to your product topic
 - A preview of your next ebook
- For a course:
 - Video interviews with other thought leaders in your niche
 - Case studies from beta testers for how they've implemented your product
 - A private mastermind community through Slack, Facebook groups, etc.
 - Group video calls in Q&A format with the private mastermind community
 - 1-on-1 strategy calls with you on your course topic

Now you have your price! Write it down, circle it, put it on a post-it note, do whatever you can to remind yourself of your monetary goal.

Tomorrow's lesson on Product Positioning is one of our absolute favorites!

We're inching closer to the last week of the Product Creation Masterclass so it's a great time to get caught up on any lessons you may have missed so you can go into the next lesson with a great foundation.

How to Position Your Product

Today, we're diving head-first into marketing strategy with a lesson on product positioning.

Why is positioning especially important for high-priced products?

When you're at a coffeeshop, buying something becomes an impulse decision because the product (coffee) is priced below \$5. The same goes for low-priced digital products.

It's easier to buy a low-priced product from one impulse-driven email or tweet than a high-priced offering. This is because the perceived value of what you'll learn in a \$300 course is far more than a \$15 hour-long training recording.

With the high-priced course, a more in-depth positioning strategy is needed because your ideal customer wants to be thoroughly educated about the value of your product before purchasing.

Many ebook authors and course creators launch their first product without a positioning strategy, hoping that their current marketing tactics will position it for them. Proactively creating your positioning strategy now will save you time and increase your product's earning potential.

We want you to walk away from this lesson with confidence in your product positioning, so let's start!

Let's go back to our example of a photo styling course. The first step would be to search for other photo styling resources that have been already been created, especially online courses.

Chances are there are other people teaching your product topic already. Don't let this deter you from creating your

product! Almost every subject has been taught before in some capacity but it's never been taught from your perspective. You have something unique to add to the conversation, so let's keep moving forward with that in mind.

When you begin your product positioning strategy, ask yourself these questions:

- Who are my competitors, the people in my field who are already educating others on my product topic?
- Who is their ideal customer? Is their ideal customer similar to mine? If so, what are their similarities and differences?
- What products have your competitors created? How have they positioned their product?

Write down the answers to these questions and start to compare them with your own product. What are the similarities and differences between your offerings? The differences will be your unique selling point (commonly abbreviated to USP).

Let's go even further into discovering your USP with these 3 key elements:

Benefits

When positioning your product, you always want to lead with its benefits. This shows that you understand your ideal customer's pain points and want to offer real solutions through your digital product.

For the previous example of a plant-based diet ebook, maybe your ideal customer's primary pain point is not feeling like they have enough time to try new recipes and create a weekly meal plan. Your goal then becomes

teaching your ideal customers how to easily fit a plant-based diet into their everyday life.

As a bonus, you could send people who pre-order the ebook a calendar template they can print and reuse that outlines a weekly meal plan and full grocery list. You could also create special recipes that only use 3-5 ingredients for people who are worried about time. Get creative!

Price

We already talked in-depth about pricing (see Lessons 4 and 13 to review), but how does it relate to your product positioning?

With a high-priced digital product like a course, your focus should be on clearly communicating how the overall value of the course will far exceed the price. Then it becomes an investment worth making for your ideal customer.

You can't just tell them it'll be worth their hard earned dollars; you have to show them how it'll benefit them in a real, tangible way. You can do this by including your own business growth or skills as a case study, highlighting students who achieved the desired end goal and gathering genuine testimonials (beta testers come in handy here!).

Your Secret Sauce

Your unique blend of skills and experiences already makes you an excellent educator for your ideal audience. When positioning your product, think about how you can communicate the value *you* bring to your product topic.

The more you position yourself as a "success story" in your market, the more your thought leadership will grow. This can be leveraged during your product launch to give you an edge on other competitors covering similar topics.

Did you DIY your website design and increase your previous website traffic by 300%? Did you double your YouTube subscribers month-over-month last year? Did you create a coaching program that increased your client's revenue to six figures? All of these soundbites can be used to position your product as a must-have.

So what is the unique selling point of your course or ebook?

Dig into this today before we jump into tomorrow's lesson on how to introduce your product in various communities to gain interest in your launch.

Discovering Existing Communities to Bring Your Product Into

Now that you've positioned your product, it's time for the fun part: connecting with communities who are interested in your product topic!

There are a few ways to go about this. What if we told you that you've already made progress on some of them without even realizing it? Cool, right? We recommend starting here...

Communities you're already active in

Are there online communities you're already an active member of? If so, that's great news! You'll be able to leverage your activity and the relationships you've already built to help you quickly introduce your product topic since you've done a lot of the ground work already.

The key here is to be helpful and educational, not "salesy". No one wants to hear "limited time offer, buy now" inside a community. Instead, you want to focus on how you can give value to other members while still gaining the feedback you need.

Start by asking an educational question about your product topic. It could look something like this:

Hi fellow [nickname of group here]! I've been creating some extended trainings on [product topic] that I'm excited about but I want to make sure they're as helpful as I think they are.

Which statement is the most true for you?

A: [statement here] B: [statement here] C: [statement here]
D: all of the above

Brownie points if you say why in the comment section below. You're seriously helping me out so much. A true MVP in my book. Thank you!

This quick question is really just a jumping off point to help you create a longer conversation with the individuals who answer.

You can follow up with more questions, helpful tips, and feel out their interest in your lead magnet or another freebie to help build trust.

Communities suggested by beta testers

Remember in Lesson 11 when we sent our beta testers a survey? We included this question: *After completing the course/ebook, are there any communities you're involved in that could benefit from this product?*

Take these community recommendations from your beta testers and do your own research to see if they are indeed a good fit.

Once you've determined which groups are a good fit for your product, start actively participating in the daily threads and answer questions that members have posted. This can be especially helpful when the questions are directly related to your product topic so you can follow up with extra resources like your lead magnet.

The lead magnet will then lead them to your automated email sequence (which we'll talk more about next week) and introduce your product launch sales page. This is a great way to capture the attention of an interested ideal customer without leading with the sale and potentially turning them off.

Communities you've searched for online

A quick Google search can help you find tailored communities with members who fit your ideal customer description. Just like we mentioned above, it's important to

become an active participant in them first before you ask for feedback or introduce your product. Relationships first, that's our motto.

Communities suggested by your email subscribers

That [free month trial of ConvertKit](#) is going to come in handy today. While you've been collecting email addresses through your lead magnets and blog, you've created a community of your own.

Your email list is now an open line of communication you can use during product launches not only to sell your products, but to gain feedback and suggestions from your subscribers.

Simply send an email broadcast asking if they know of any online communities who may be interested in learning more about your product topic. You could place it at the bottom of an educational email in a "P.S." like you've seen us do throughout this masterclass, or send a dedicated email and give a detailed explanation as to why this helps you.

It never hurts to add an incentive! For email subscribers who reach out to give you suggestions of online communities, send them a freebie as a thank you gift for their time.

You could give them the first chapter of your ebook for free or the first lesson of your ecourse. Maybe you have another lead magnet you'll be offering after your product launch that you'll exclusively offer to those who give you suggestions. Think about what will be most valuable to them and get creative.

Next week is our last week of the Product Creation Masterclass!

You've been doing incredible work so far in planning, creating, and beta testing your first product. On Monday, we're switching gears and focusing on your product launch marketing strategy for the rest of the masterclass.

Building Confidence in Talking About Your Product

Ahh, confidence. It's truly a muscle we build over time.

We build it when we publish epic content on our blogs, send helpful newsletters to our email lists, and show up as an expert in social media communities. Now we'll build it by talking about our first product.

Your grade school teachers used to say "practice makes perfect" when learning a new skill, but we believe that "practice makes progress." Let's take a few steps forward today in building your confidence in speaking about your product.

Review your product positioning

In the Lesson 14, we talked all about how to position your product by understanding its benefits, price, and your own secret sauce. If your product's price is an area you want to build confidence in, which often happens for us as first-time product creators, remind yourself of your product's benefits and your own talents.

Create main talking points

The next time you go to a networking event, conference, or even have a virtual coffee with a new member of your community (which we highly recommend doing!), come prepared with a few talking points.

Usually, the first thing a person meeting you for the first time will ask is "What do you do?" After giving them your title, explain what you're working on.

Here's what an intro may look like using our previous example of a photo styling course:

I'm [name here], a photo stylist and long-time product photographer in the commercial space. I'm working with a few

clients on their Instagram strategy at the moment, but a lot of my time has been going toward my exciting, new project: a crash course in photo styling for non-photographers.

Based on the level of interest the person has in learning more, you can follow up with additional information like:

- why you chose that specific topic for your product
- who you are creating the product for and why
- a brief synopsis of what exactly you'll be teaching your students or readers
- what your product creation process has looked like behind-the-scenes (people love to have an inside scoop!)
- a preview of some of the lessons you'll be including in the course or ebook

Write blog posts on your product topic

We've already talked in-depth about how to use blog posts to prime your audience and introduce your product topic. It's also a great place to build confidence in writing about your topic in an educational, easy-to-understand way. The more you write (or speak) about your product, the more streamlined your marketing messaging will become and confidence will follow.

Host a live Q&A webinar before your product launch

Not only is a Q&A webinar a great way for you to build an email list of people who are interested in your product topic, but it will also show your audience how much expertise you have.

Quick, on-your-feet, strategic advice is one of the best ways to solidify yourself as an expert.

When you do a live Q&A, you'll take questions from the audience. Because you're answering questions on-the-fly, you'll show just how much you know about your product topic.

Anyone can prepare and regurgitate info from a slide deck. It takes expertise to answer randomly asked questions.

If you're interested in hosting a live Q&A webinar, we suggest pre-selling your product as your single call-to-action at the end. Depending on where you are in the product launch process, you can either promote the waitlist for your product or offer an exclusive pre-order option before you launch. Adding bonuses for live webinar participants is smart, too!

We have a whole workflow for [automating webinar announcements and emails](#) that makes webinar prep easy so you can get back to creating the rest of your marketing strategy.

Creating an Irresistible Sales Funnel for Your Product

Let's call your launch email sequence what it really is: a sales funnel.

Not sure what a sales funnel is and what goes into it? We'll break it down for you.

A *sales funnel* describes how your audience moves through your emails and sales page to end up purchasing your first product.

First, consider how your audience will first learn about your product. Introducing your product to your email list is a great first step, but there are other options too. You could host a webinar, run ads, share it in a group, or run a new opt-in with a free video series or downloadable.

Once your audience is primed and ready to hear about the details, it's time to plan your overall sales funnel.

The beauty of setting up your sales funnel as an automated email sequence in ConvertKit is that you can set it all up in advance! It'll give you the ultimate peace of mind going into your product launch.

Here is the overall sequence framework we'll work from, as recommended by our friends at Teachable. They call it the [Crazy 8 Launch Strategy](#). Fitting right?

- *Day 1: Course teaser*
- *Day 2: "What is the course?" email*
- *Day 3: "Course opens" email*
- *Day 4: FAQ email*
- *Day 5: Surprise Bonus email*
- *Day 6: Thank You & Social Proof email*
- *Day 7: Logic + Course Closing email*

- *Day 8: Last Chance 3 email series*

Tomorrow, we'll cover what will go inside each of these emails so stay tuned!

Before we go, let's put your sales funnel into action by helping you setup your sequence framework in ConvertKit so it's ready for tomorrow.

4 quick steps to creating your first launch email sequence inside ConvertKit:

1. **Setting Up the Sequence:** ConvertKit makes this process super simple. Locate the "Sequences" tab and name your sequence. You'll see our signature email sequence formula which will help you organize and customize your content.
2. **Naming the Sequence:** You can start by using common naming techniques like *7 Days to* ___, *5 Tips to* ___, or your own unique title. When in doubt, add a number.
3. **Creating the Content:** We'll talk about this in-depth tomorrow so stay tuned!
4. **Timing the Content:** By default, ConvertKit includes draft emails that make a 7 email sequence over 30 days. Because your product launch is quickly approaching, you may want to adjust the delivery times to send emails every day like the Crazy 8 Launch Strategy suggests.

We have a [blog post on creating email sequences](#) with additional information if you need help with getting started in ConvertKit.

As a reminder, tomorrow we're covering how to write a launch email sequence that converts! You can set up your sequence in ConvertKit today to prep for the writing you'll do tomorrow.

Writing a Launch Email Sequence that Converts

With only 3 days left of the Product Creation Masterclass, we're going to move right along into today's lesson.

Now that you've started to set up your sales funnel in ConvertKit from yesterday's lesson, we're going to talk about how to start creating the content that goes inside.

Your email sequence will be the most influential and important content you'll create during your product launch.

Your blog posts are great and so are your beta tester emails, but your launch email sequence will directly influence your product sales. No pressure, right? All we're saying is that it deserves your full attention.

First, let's review the 8 email sequence framework we're working from, which was outlined in the last lesson:

- *Day 1: Course teaser*
- *Day 2: "What is the course?" email*
- *Day 3: "Course opens" email*
- *Day 4: FAQ email*
- *Day 5: Surprise Bonus email*
- *Day 6: Thank You & Social Proof email*
- *Day 7: Logic + Course Closing email*
- *Day 8: Last Chance 3 email series*

Now you're probably thinking *Okay, but what goes inside each of these emails?* Let's cover each email one-by-one.

Day 1: Course teaser email

In your first email, you're going to announce for the first

time when your course is publicly launching – exciting! Keep this intro email fun, upbeat, and focused on teasing what's to come in the next week or so with your course launch.

Day 2: "What is the course?" email

Naturally, you're going to use the second email to give an inside look into what will be covered in the course. Always lead with the course's benefits and be very descriptive.

Day 3: "Course opens" email

The main focus in this email is giving a link to your live sales page to announce you're accepting students. Highlight what you're especially excited about offering within the course and share a testimonial from one of your beta testers.

Day 4: FAQ email

The FAQ email probably won't be the most "fun" to write, but it will be one of the most important emails in your sequence. Try to anticipate the kinds of questions people may ask if they're interested in purchasing your course. This can be anything from how long they'll have course access to how much of a time investment it is.

Day 5: Surprise Bonus email

Now it's time to add an extra incentive for buyers who are on the fence. It's best when the surprise bonus isn't offered on your sales page, making it only available to those who buy through your email sequence. Make it something exciting!

Day 6: Thank You & Social Proof email

You've spent most of the week sending sales emails so

now it's time to say a big "thank you" to your subscribers for their support and interest. Say things like "I never expected this..." and include testimonials from people who have already joined your course. It's a great, genuine way to build trust through social proof while still sharing your gratitude.

Day 7: Logic + Course Closing email

Now you'll remind your subscribers that your course is ending soon to create a sense of urgency (which we'll talk more about tomorrow). Use this email as another push to explain why your course is worth the investment and reference the special bonus offer again.

Day 8: Last Chance 3 email series

On the last day of your course, Teachable recommends sending your subscribers 3 last emails to announce the closing of your course.

- Email 1: sent around 9 am
- Email 2: sent midday around 2-3 pm
- Email 3: sent hour before enrollment ends

All that's left to do is write the email sequence!

Take some time today to outline each of the emails that we discussed above and get a head start on creating the content for each. You can create each email within the ConvertKit sequence platform for easy organization and creation.

Creating Urgency with Your Product Launch

We're almost at the end of the Product Creation Masterclass!

Take a minute to look back through all of the work you've done throughout the lessons. You've successfully planned, created, and beta tested your course or ebook – that is no easy feat! You should be incredibly proud of all your hard work.

Your progress is inspiring us! Before we launch into a full-out celebration, we have 2 more lessons on how to best market your first product. Today we're talking about creating urgency.

Why does urgency matter in selling digital products?

All industries of business use urgency because it works.

When you know something is only offered for a limited time, it speeds up your consumer's purchasing process. This way, your ideal customers don't put off buying your product because they know it'll always be there when they're "ready" (which often never comes).

Here are a few ways you can use urgency to increase your product sales.

Time-sensitive launches

Remember in the last lesson when we talked about sending those 3 course closing emails to your subscribers? This step is important because product creators see an increase in product sales when their audience is forced to make a decision on whether or not they want to purchase the product.

Now, this doesn't mean you can't ever sell your course or ebook again. In fact, we hope it's the opposite!

Instead, we highly recommend going through your course/ ebook with the first round of students/readers and making any updates before launching it again. We're willing to bet you'll make more income from those two launches than you would if you kept the product evergreen after the launch period was over.

Fast action bonuses

If you are a few students away from your course sales goal or want to increase your ebook sales, you can create special bonuses to entice your ideal customers to purchase your product.

You can do this right inside ConvertKit so you (a) don't send emails to people who have already purchased your product and (b) make the bonus available only to those who need the extra push of a bonus add-on.

The bonus can be a video training series, audio interviews, templates, or even free access to the next course or ebook you're building. Listen to the reasons why people are on the fence about your product and offer something that dissolves their pain point.

Webinar bundles

Joint webinars are not only a great way to build your email list but also give you more opportunity to make product sales through face-to-face interaction with your audience.

When you partner with an influencer during your launch, you are often able to bundle your products together and sell them both (or more) for one incredibly reasonable

price. The perceived value of your course goes up and those who attend live get more resources.

When choosing your joint webinar partner, make sure they are:

- **Knowledgeable in a field that's closely related to yours.** You may not partner someone who does exactly what you do, but you can team up with someone who has a complementary offering to yours. If you were a photo stylist, you may choose a Pinterest strategy influencer instead of another photo stylist friend.
- **Trustworthy and honest.** Because you may both be handling money from the product sales, you want to make sure the other person is honest and trustworthy too. We recommend creating a collaborative webinar contract for you both to sign. Always get it in writing!
- **Up for the time commitment.** Between webinar announcements (through email, social media posts, and blog posts), content outlines, slide deck creation, and landing page creation, there's a lot of work that goes into the webinar before you actually host it. It's best to delegate responsibilities early so there's no confusion as to what work needs to be done.

We'll talk even more about webinars and other marketing tactics that help you increase product sales tomorrow in our last lesson. We hope you're starting to see nearly all of the pieces come together for your product launch – so exciting!

Creating Urgency with Your Product Launch



Today is the last day of the Product Creation Masterclass – that went by fast!

There's nothing we love more than seeing our ConvertKit community use email marketing to make an income online. We're excited to see you do the same when you officially launch your course or ebook.

Our last lesson is focused on how to increase your product sales by using different marketing tactics. We'll discuss each in-depth and give you extra ideas to get your creative juices flowing.

Webinars

We talked about joint webinars in the last lesson, but you can also host webinars on your own. So how do you know which is best? We've got an easy chart to help:

|  Joint webinars |  Solo webinars |
|--|---|
| <ul style="list-style-type: none"> • Increase your reach with influencers • Bundle your product with other products • Increase your earning potential with bundles • Divide and conquer webinar prep • Offers more than one perspective | <ul style="list-style-type: none"> • Complete control over the content • Fit into your own schedule • Keep every dollar of every sale • More time to focus on your story/ expertise • Take full reign over the Q&A portion |

Once you've decided whether you want to host a joint or solo webinar (or both!), it's time to outline the content you'll cover during it.

We love how [Maya Elious](#), one of our masterclass experts, breaks down the flow of content in an effective webinar:

- Welcome – 5 Minutes (Max)
- You're In The Right Place If... – 2 Minutes
- By The End Of This Webinar, You Should [Goal, Goal, Goal]... – 2 Minutes
- Your Background Story – 15 Minutes
- The Actual Presentation – 30 Minutes
- Pitch Your Product – 15 Minutes
- Q&A – 15-20 Minutes

To market your webinar, you'll want to announce it in emails, blog posts, social media posts, in other communities, and beyond. All posts should direct the visitor to a dedicated landing page with a [simple sign-up form in ConvertKit](#). Spread the word and see your subscribers climb!

Affiliates

An affiliate is someone who promotes a product and makes a portion of each sale in return. ConvertKit users like Pat Flynn and Melyssa Griffin have used affiliate marketing to make hundreds of thousands of dollars solely in affiliate revenue – wowza!

How much of the sale should an affiliate make? Typically the range is between 10-25% commissions, which is set and controlled by the product creator.

(Psst, we give our ConvertKit affiliates 30% of the monthly fee from anyone who signs up through your unique link for the lifetime of the account. You read that right, forever! [Click here to learn more about joining our affiliate program.](#))

So who should you ask to be an affiliate for your course or ebook?

- **Your beta testers:** Asking your beta testers to be affiliates for your course or ebook is a no-brainer! They've already experienced your product first hand and have given you great testimonials. Incentivize them even more with an affiliate marketing opportunity.
- **Influencers related to your field:** To increase the overall reach of your product and platform, tap into other audiences by partnering with influencers related to your niche. Remember when we talked about building relationships in the very beginning of the masterclass? Now it'll pay off!
- **Your most dedicated readers or subscribers:** People who are already singing your praises are perfect for your affiliate program. They've been helping you build trust with their own audiences so now you can return the favor and give them an incentive to keep spreading the word.

Other Marketing Tactics

We could do a whole other masterclass just on the creative ways to market your product, but we'll keep this short since we've got a 30-day mark to hit today. Here's a short list of additional ways you can market your product:

- Facebook Live, Instagram Live, or Periscope
- Podcast and video interviews
- Blog posts series and challenges
- Social media challenges
- Guest blogging
- Speak at local events and conferences
- Use paid ads to increase your product's reach
- ... and more!

You've officially reached the finish line, Product Creation Masterclass grad!

We've enjoyed helping you plan, create, test, and market your first product throughout the past month. We'd love to hear more about your progress and launch!

Have success stories to share with us? Email us at help@convertkit.com with the subject line 'Masterclass Success!' to share "wins" from your launch! We'll create a roundup email in the next few weeks with some of our favorite stories. You and your product may be featured!

We are so thankful to have gone through this whole month's worth of content with you. After these 20 days of lessons and prompts, you are fully equipped to launch a successful product. #LikeABoss

We're so proud of the epic progress you've made throughout this masterclass and will be cheering you on as you launch your product.

Cheers to more income freedom through selling digital products!



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