

WILL YOUR PRODUCT SELL?



Legal Notice

This publication includes personal use rights only.

You may not:

- **Redistribute or give this product away**
- **Sell this product**
- **Claim authorship of this product**
- **Copy, swipe, or rewrite this product**
- **Re-transmit any part of this publication in any form (text, video, etc.)**

Disclaimer

While the author has made every attempt to provide you with the most accurate and effective information possible, he cannot guarantee your success. Your own work ethic, copywriting abilities, ability to follow instructions, and perhaps even luck, coupled with current market conditions, may all play a role in your results.

The author assumes no liability for any expenses incurred by the reader as a result of following the advice set forth in this product.

Earnings Disclosure

As demonstration of the author's compliance with the legal guidelines set forth by the FTC, he wishes to offer you full transparency. It should be assumed that many of the links included throughout this publication are, in fact, affiliate links. The author may receive financial compensation for purchases generated via these links. Thank you for your support!

Table Of Contents

Introduction

4

Gauge Interest by Polling Your Existing Customers
& Subscribers

7

Confirm Interest with an Opt-In Offer

12

Start to Sell Before You Create the Product

20

Make a Plan for Product Delivery

23

Conclusion

28

Introduction

Congratulations on acquiring this eBook. By reading this book and using the accompanying workbook, you will learn how to stop wasting time launching products no one wants or is interested in.

You'll accomplish this by learning how to prove your concept through testing some of the information with your audience before you produce the complete product or service.

You'll test your product and or service ideas before you spend too much time and resources on fully creating the product or service. This will enable you to discover whether the concept you believe solves problems for your audience is sellable or not.

After all, nothing is worse than spending hours upon hours of your time creating a product that no one wants. But, if you test first and you find your idea is sellable due to the results of the testing, then you'll move forward. If it's not, you can go back to the drawing board.

Often, business owners will create a product and later try to find the audience. This works out sometimes, and sometimes it does not.

In fact, most of the time, trying to find an audience after a product is created is a lot harder, more expensive, and time-consuming than testing and discovering the audience first.

Once you know what they want, you can start offering products and services that solve their problems immediately.

For a business owner who can afford to spend massively on marketing and advertising, that method might work.

But if you want to save money, resources, and time while making money faster, and serve your audience better, it's easier to ensure that the product or service is even wanted before you even create it.

You can do that by testing to gain proof of concept.

This guide is going to go through the process. You'll learn how to:

- **Study Your Target Market** – Who are they? What do they want? What do they need? What are the three problems you can already solve for them? What about the various segments of your audience?
- **Find a Problem Worth Solving** – Truly, all the problems you can solve are worth it, but can you make money on it? You can if your audience is also interested enough. That's why you are going to test the idea first.
- **Determine Market Trends to Create a Sellable Idea** – You can do this by looking at your own data and your competitor's data plus world-wide (or location-based) trending data.
- **Test Your Problem-Solving Idea with Your Audience** – Once you have an idea, sell something about it that is small to test it out like a checklist.
- **Get Feedback from Potential Customers** – Ask for feedback right away and make it a habit by putting feedback questions and surveys in your autoresponder for every product and freebie you create.
- **Adjust Your Ideas Based on Feedback** – Use the feedback. Make a big deal out of it, too, by telling people you used it.
- **Take Pre-Orders** – Yay! Make money right away. Use the money to create the product.
- **Deliver the Product on Time** – Know your technology, your audience, and how they like things delivered.

It's a lot easier creating products when you know what your audience is interested in. You cannot know from just a poll. The only real way to know is for your audience to open their wallets and buy something from you.

You can set things up so that before you even ask them to buy, you have a good idea of what will work based on your research.

When you do this process, you will almost ensure that you won't be wasting your time and money creating the product for them without knowing they're going to love it and buy it.

Gauge Interest by Polling Your Existing Customers & Subscribers



You can get a lot of information directly from your audience.

The technology is there and should be used as often as possible to avoid wasting your time and resources creating something no one wants.

Some information you need to know can be learned through studying your audience's demographics, other info you may need to conduct a poll, and some information will be determined by your customer and subscriber behavior.

Your best bet is to **study all the data**, then create a survey based on what you've learned.

What Questions Are They Asking?

Using a spreadsheet, go through the questions you get asked on social, in email, on blog posts, and so forth.

Compile those questions so that you can see them all together to determine if there is a common theme or not.

Hint: You can also put all these questions on an FAQ on your site for a great keyword-rich content idea.

What Challenges Are They Facing?

Read through social media discussions and look at social media threads by your audience (you can also look at your competitor's online platforms) to find out what main challenges they are facing.

Those challenges all have solutions.

If you can provide them, that might be your answer for the next product you create.

What is Your Most Read Blog Post?

Note what your most read blog post is about. Also, note for yourself about which is the most commented on blog post.

Be sure to **read the comments and any discussions** that take place so that you can get into what the audience got from the post and what problems you can solve for them related to the post and the discussions that ensue.

What Pages Are Popular on Your Website?

Which are your most read and most popular pages on your website?

Even if they cannot comment on those pages, knowing which are the most popular and most looked at can give you some insight regarding their problems and their priorities surrounding solving them.

What Social Media Posts Get the Most Attention?

Look at each of your social media platforms and find out what types of posts get the most attention?

Include comments, discussions, shares, and any information you can find about **your audience's reaction** to your social media activity.

Remember that you look at the comments for more than one reason: one to determine their thoughts, but another is to ensure that the popularity of any post is for the right reasons.

What is Trending with Your Audience?

As you go through each of these platforms and data points, you should be coming to a point where you are noticing what is trending for them.

There is more than likely a direction that the audience is pointing you to. It's this direction that you need to take the next product or service that you create.

After all, giving them what they want is so much easier than convincing them that they want what you have.

What is Your Competition Doing?

Always take the time to study your competition and how your audience interacts with them.

If your audience is smaller than your competition's, this can also help you gain insight into the type of people you want to serve, even before you have enough data to do it on your own.

Join your competitor's lists, download their freebies, and join discussions. You'll learn about what your audience likes, but you may also note gaps in coverage of information that you can fill.

Studying what your audience is interested in - by examining the data that you can collect through your website, your **email marketing software**, and **Google Analytics** - is the best place to start.

Compile the data, study the data, compare what you've learned to what your closest competitors are doing, and, more than likely, you'll generate a fantastic new idea.

Once you compile the data, you're going to get a good idea of what your audience needs. You may find brand-new ideas you never considered, or you may find that the products and services you already have are on point.

Whatever the case, you can now create content that they want.

Now you can move on to speaking directly to your audience about your product by creating a **survey or poll** for them to answer based on what you've learned about their problems and priorities.

Create the poll using either **Facebook's system** or create it using software like **Survey.com**.

Send the poll not just to your social media platforms but also send a request for an answer to all your existing customers and subscribers to your email lists.

Take your time creating a poll that really gets the answers you need in order to flesh out the product you want to create for them.

Once you poll the audience, use that information to **outline the product** or service you plan to offer to them.

Once you do that, you can move on to the next step, which is to confirm their interest in the solution you've come up with by creating a live opt-in offer. **This is called proof of concept.**

Here's the thing about audiences. They can say all day long that they want something. However, until they have the offer in front of them and click "buy now," you have no way of knowing if they really will or not.

Proving the concept should help you understand whether to keep investing your time and money into creating this idea you've generated or not.

The best way to know is to ask for the sale.



Confirm Interest with an Opt-In Offer

Now that you have an idea of the type of product or new service you want to create for your audience, based on their interests and answers, you can create an offer.



The offer needs to provide clear value for the price, but it should not be free.

Either set a lower price for a smaller entry-level product or a discounted rate for early bird buyers for the presells of the final product. **Entry-level products are often called tripwires.** They get the customer into your funnel, on your mailing list, and since they spent money, you know that they will again.

Your offer can be either a **small opt-in offer** that only people who would want the final product will want as a way to test their interest, like a digital report, a video, a podcast, checklist, even a webinar – **or you can go ahead and create a sales page that spells out everything** that will be included in the final product that is “coming soon” or with a launch date and a discounted early bird sign up rate.

There is no reason that people need to receive the product right up front.

If you're stuck on that idea, remember that there are plenty of times that you pay first to get information later. (College for example). The only time they're going to expect to get the product immediately is if it's a digital report or something that does not have any live components attached that are not labelled a course, a prelaunch sale, or some other indication that they'll get the product at a defined date.

Ideas for an Entry Level Opt-in

- **Small Report** – Can be very short, even a few pages long. You can create it or buy it from a PLR seller.
- **Recorded Podcast** – You can create this by recording yourself with your computer and the software already there.
- **Live or Recorded Webinar** -- Use software like Zoom, which is very inexpensive, to record a webinar.
- **Recorded Videos** – Use your smartphone or the camera on your computer to make recorded videos. You can even use a tool that records your screen.
- **Checklists** – Buy as PLR or create your own to use and sell them.
- **Cheat Sheets** – Buy PLR or sell the ones you use to keep your biz running smoothly.

Ideas for the Final Product

- Webinar – You can even invite others to join so you don't have to do all the work.
- Course – Turn a “how-to” into a course and put it on Teachable.com
- Coaching – Use the phone, Skype, Zoom, chat, Voxer.com, and more to offer personal coaching.
- eBook – An eBook with many components can be an impressive final product. Use PLR, combine blog posts, or repurpose other works to make a book.
- Workbooks – A very familiar way to teach a concept that you want them to learn. Use a Word Template to create it or buy it PLR.
- A Service – Sometimes you can offer a service - like coaching, marketing, consulting, and so forth.
- Videos – Make videos using your smartphone or computer camera to create a course.
- Podcasts – While these make excellent entry-level test items, they're perfect for final products, too.
- Software and Apps – Always an excellent product to offer if you test the concept.

One way to go about figuring out what you are going to create for your audience is to go ahead and make the sales page for the final offer idea. Since you're not creating the product, yet you can let your imagination go wild with your sales page offer.

Sales Page Outline

So that you can make your sales page without too much trouble, this is an easy outline that you can use. This will help you go through and create the content for the sales page that works to make more sales.

- Bold Solution-Oriented Statement
- Video or Product Images
- Personal Story
- Why They Need It
- Problem Solved
- Results of Not Solving the Problem
- Testimonials
- How Can the Product Be Used?
- What's Included in the Product
- Personal Stories
- Price Justification and Assurances
- Statistics
- Case Studies
- Price Options
- Guarantees
- Price Justification and Assurances
- Describe Life with the Problem Solved
- Pricing Justification and Assurances

- FAQ
- Address Objections
- Contact Information
- Why You
- Price and Buy Now (add this throughout including above the fold)

Using this outline, go through and design your product or service without creating the product yet. Just design it.

Make a note based on what you put on the sales page about what needs to get done so that you can add it to your schedule when you're ready or turn it over to your contractors, depending on your situation.

Smaller Opt-in Offer Points to Remember

If you go with the smaller opt-in option, you'll still need a sales page for that, too, and you can use the outline to ensure that you don't forget parts of the points you want to cover.

However, you can sell this entry-level product without even being concerned about whether it sells that much or not because you will not have to refund the money from the smaller entry-level option if sales are low.

If it does sell well, it tells you that you can and should create a more significant offer. If it doesn't, use any feedback you get to make it better and relaunch or change your course. You still get to keep the money you made and the list members you've attracted.

- **Collect Email Addresses** – Always collect, at the very minimum, an email address for all sales or freebies. You may choose to give this opt-in away free, or you may sell it. Selling it is a better indication that buyers are excited about the concept, but freebies can signal interest too.
- **Ask for More Information** – Collecting the email address is good, but if you need more information to determine interest or something you need to know about your audience, add that information as something you will collect. Using software to help like Clickfunnels.com, Instapage.com, and other sales page makers can help you do this more easily.
- **Deliver the Product Immediately** – Use technology that enables you to deliver their purchase or freebie right away. Double opting in for a freebie is okay but requiring someone to double opt-in to receive something they paid for is going to turn them off. You can use the right settings in your sales page software, and your email list software to get this right.
- **Follow Up** – Give them enough time to consume the product, then follow up as soon as you can. A good idea is to follow up right away with an offer of help, an invitation to your customer-only Facebook group, and some tips to use the product. Then follow up to ask for a testimonial.
- **Get Feedback** – One of your follow-ups should be to get feedback, but this is so important that I made it a separate point. You need to get feedback from the people who consume your products. It's going to be the best feedback and will help you either create the new offer or provide case studies and testimonials that you really need.
- **Adjust the Product as Needed** – Based on the information you collect from your audience, you can update your product as needed. Ensure that the final product is something that your audience needs and wants and will buy.

Remember that **the point of this entry-level product is to test the temperature of your audience** regarding the problems you want to solve for and with them.

It's not the final product, but it can point you in the right direction for creating products and services your audience wants.

Preselling the Final Product Points to Remember

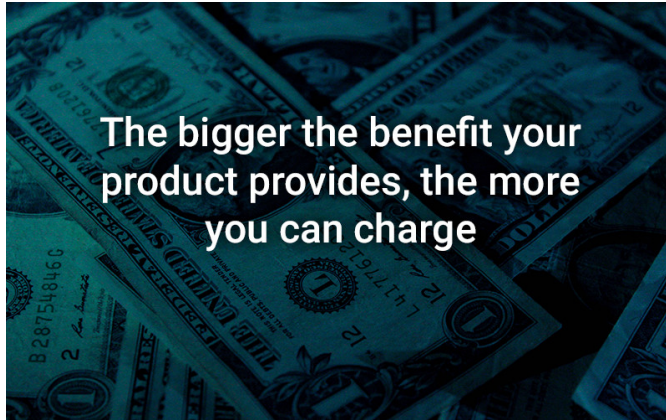
If you decide to go with preselling the final product, **set a deadline or launch date** that allows you enough time to create or have someone else create the product or service. That way, you won't feel stressed out about getting it done on time.

Indicate loudly and noticeably on the sales page that there is a launch date or a date the course is open for students or something that indicates that they will not receive a product immediately, regardless of the type.

- **Set a Clear Launch / Live Date** – Make it clear on the sales page that when they pay, they will not get the product until the launch or live date. How you phrase it totally depends on the type of product.
- **Send Them Something Right Away** – Even though you don't have a product finished to send, figure out something to send to them, such as an agenda or a list of what they're going to get when the launch date comes. You can also send them a list of books to read, groups to join, other products you have, and so forth.
- **Set Up Automatic Reminders** – So that they will not forget about the launch date, especially if it's a live event (online or offline), send periodic reminders to them regarding the product. Technology that uses text and SMS messaging is very useful for this.
- **Drip Some Information as You Create It for Buyers** – Some of the information you create for the final product can start to be delivered to your buyers the moment you've finalized it. Some of it needs to wait until the launch date. You can keep a slow burn of excitement by slowly giving your audience the information.
- **Keep the Conversation Going** – As you are creating the final version of the product you are selling to them in advance, keep talking to them. Show excitement about each part that you complete and get ready for them. More suggestions may come through, and you can adjust as you go.

Confirming interest in your solution is the best way to avoid wasting time and resources on product creation. When you test before you make it, you can be assured of having a good result from your live sale and full launch.

Start to Sell Before You Create the Product



When you come up with a product idea, don't start making the product.

Instead, **plan out the concept** for the product entirety first by fleshing out the sales page. This will require you to outline the

entire product in a way in order to explain fully what you want the product to be about.

Create the Sales Page First

The reason you want to create the sales page first is that you can let your imagination go wild, creating the ideal product for your customer.

You can always edit it later as reality sets in, but if you can figure out how to deliver the dream product you describe in your sales page – so much the better.

Outline the Product Based on the Sales Page

Once you have the sale page, you'll want to create an outline for you to follow to get the product created. For example, if you're selling a course, you'll want to organize the content you already own to use in the course, as well as outline what yet needs to be created.

Add it to your calendar as if you've made sales so that you know when you'll do the work required.

Create Marketing Materials Based on the Sales Page

Now that you have the sales page and a working outline with a plan in place, you can create marketing materials for the sales page.

After all, you only need an image of the product, a download page for the product (or platform to send your audience to like Teachable.com or Jigsawbox.com), the price, and a promise of what they'll learn or experience from the product and when in order to start selling it.

Set a Launch Date for the Product

Set a launch date for your product, and don't list it as TBD on the sales page. You want people to sign up and buy a ticket to your product, and they're more likely to if the date of launch is soon.

But keep in mind even if the launch is in two weeks, you're not going to need everything in two weeks when you drip the information over time.

Consider Creating a Challenge, a Course, or Group Coaching First

The reason courses, challenges, and that type of thing work so well for preselling is that most people are used to these having a specific launch date and a time to be there for a live course or challenge.

Once you create it the first time, you can still sell it again after it's already done - it just won't be live next time.

Create Only What You Must by Deadline

Cut down on the amount of work you do by focusing on outlines, processes, checklists, cheat sheets, and so forth. Also, focus on using templates, repurposing old content or private label rights content for the product, and on creating content live since you know the topic.

You can appear live on video using a Zoom room, for example, for a course – show up and wing it. After all, you are the expert. The ability to wing it that way has been ingrained in you for all the years you've studied your niche. You can do it.

If it doesn't work out and you don't make enough presells to justify creating the remainder of the product, simply refund anyone who did make a purchase and consider giving them something for their time so that they stay on your email list. It'll build goodwill, and they may also be interested in other products you have.



Make a Plan for Product Delivery

Choosing the technology that you use for delivery is almost as important as developing a problem-solving product. **It depends on how your audience prefers receiving information.**



In general, it's easier if you purchase a good shopping cart program that does several things for you, from enabling you to sell digital products as one-off products or membership products as well as managing affiliates (your sales force) for you.

The products that come to mind when it comes to this are Amember.com, Clickfunnels.com, Acuityscheduling.com, JVzoo.com, and even Teachable.com.

Don't let this stop you, though.

There are numerous systems you can use, and sometimes you may want to use more than one to attract different segments of your audience or even to just please your affiliates.

For example, some affiliates prefer Jvzoo.com or Kajabi.com, while others prefer that you use Amember.com. You'll have to poll your affiliates to find out this information.

The main thing is to find a way to deliver a product that is understandable and easy for your target audience.

Take a deep breath. You may be feeling slightly nervous about launching a product before you even create it. But you don't have to go nuts creating a work-intensive product.

You can start small with low content offers like workbooks, cheat sheets, checklists, and so forth while working your way up as you get comfortable with the process.

Some ideas that you can use are to create a dripped course, a membership site where information is delivered monthly, a group coaching program, an eCourse, and more.

All these ideas are conducive to selling first and delivering later.

The biggest key is to deliver what you promised on time if you make enough sales.

If you don't make enough sales to make it worth it to you to continue, no biggie, refund the money, give them a participation prize, and move on to the next idea.

Make an Outline from Your Sales Page

When you create your sales page first, it's a lot easier to then turn around and create the product outline and schedule. When you do the product first, the sales page might be missing information.

When you create the sales page first, you can think more about your audience than yourself while doing it, which is going to make for a much better and more useful product for your target audience.

Take the sales page information and create an outline of everything that is included in the product. Then chunk that down so that you can create the different components that you'll deliver to them. Once you do that, you can schedule each action individually in your calendar.

Collect All the Content You Already Own

Once you have a list of all the components you need for the product you want to sell to your audience, start finding and collecting the content you need that you've already bought or made.

This is one of the reasons that working with a specific audience in a niche is essential.

Most of the content you create should fit with the audience even though some of it will be for people at the top of your funnel and some for the people at the bottom of your funnel.

Either way, you already have or should have content for your audience that you can reuse. Checklists, cheat sheets, reports, eBooks, blog posts, articles, webinars, interviews, podcasts, and so forth.

Put any content that you already have into the categories it needs to go in so you can use it.

Contact Any Contractors You Plan to Outsource Work To

As you go through your outline and each component you need for the product, you'll notice items that may need someone else to complete for you.

Make sure you contact your contractors to find out their turn around time and make sure that will fit with your timeline.

Search for and Buy Any Content You Need to Fill in the Promises

Notice if you're missing any type of content for the product you want to deliver to your audience. You can search for this content on your favorite PLR sites. Bookmark the items that you want to buy for the product, but don't purchase it until you know for sure you have enough presold to make it worth it. Notice terms of service as well as how long you have to get the product.

Schedule the Work in Your Calendar

Put all the work you personally need to do, and note what work others are doing, in your schedule and calendar so that all you must do is look at any given day of the month and know exactly what you need to do - whether it's marketing, adding memes to social media, or adding a transition to the article your ghost-writer sent you so that it fits with the PLR eBook you bought.

Stick to Your Schedule

When you make the schedule, it's crucial that you try to stick to it, especially the dates you share with the audience.

Delivering at the very least the first module or part of the product on time is imperative if you want to wow and please your audience.

Deliver on the Deadline You Set

If you say that you're giving them a new module weekly, monthly, or daily, do it on time so that they'll keep trusting you for the information you provide to them.

If you're late, they may not want to sign up with you again. However, people are human, and mistakes happen, so don't stress about it so much that if you upload something a few hours late that everyone is going to hate you.

That's not going to happen if you're also engaged with your customers from the start.

Don't forget to inform your audience of everything you're doing as you move along. The more you involve them in the process, the more likely they are to sign up and show up. In big business, this idea is called a *"rolling launch."*

It just means that they only release a little information at a time to gauge interest in the product or service they want to produce for their audience.

Doing so creates buzz, spreads the word, and develops interest, including fear of missing out for your audience. You can do the exact same thing.

The 497 blueprint
TO CREATE YOUR OWN HIGH-TICKET PRODUCT THE
FAST & EASY WAY

\$497
PRODUCT
CREATION
BLUEPRINT!

THE
EASY
\$497
PRODUCT
CREATION
BLUEPRINT!

2 PERSONAL
INVITATIONS


1 2 3

Who, Where, When

\$4.97 NOW!

The advertisement features a blue brick wall background. At the top, a white box contains the title 'The 497 blueprint' in a blue script font, followed by 'TO CREATE YOUR OWN HIGH-TICKET PRODUCT THE FAST & EASY WAY' in black bold text. Below this, several product representations are shown: a large tablet displaying '\$497 PRODUCT CREATION BLUEPRINT!', a smaller tablet showing 'THE EASY \$497 PRODUCT CREATION BLUEPRINT!', a laptop with '2 PERSONAL INVITATIONS' and a numbered list '1 2 3', and a laptop with a video player titled 'Who, Where, When' showing a person at a desk. A black box at the bottom center states '\$4.97 NOW!'.

Conclusion



Offering premium support to your buyers is a great way to boost the value (and cost) of your product.

You've learned a lot about product creation and learning whether it will sell before you do all the work.

That requires that you do some work **pre-launch** that you may not have thought

about before.

However, the truth is, this is work that should be done for any product you want to create anyway, whether you choose to create the product before launch or not.

Doing this work is going to ensure that you don't create things that don't sell.

To recap what you've learned:

Get to Know Your Target Market

Whether you want to presell or not, you need to keep studying your target market. While the demographics of your market may stay the same over time, their values and ideas do change.

Consider the differences in how products that have been on the market for more than 50 years market today compared to 50 years ago.

Also, remember that you have **segments of your audience that need slightly different information or way of delivering the information to attract them.**

For example, if your audience is Mom and Pop Small Local Businesses, some of your owners know about technology, and some don't. Some of your owners work with food, and some don't.

You need to know this information so you can change your targeting slightly for products.

Focus on Problem-Solving

When you set your sights on solving problems for your ideal audience, you'll come up with a lot more product ideas than if you are not thinking of problems.

When you work on solving one small problem at a time, instead of all the issues, you'll also create much more effective solutions for your audience.

Start with at least three problems that your ideal audience has that you want to solve and then focus on creating products for just one of them at a time. Then concentrate on repurposing those products before you move on to another problem, unless – and this is a big key to giving your audience what they want – they're asking for it already.

Create a Sellable Product Based on Trends

Trends can be seen in the data on your own social media platforms, website, blog, YouTube channel, and so forth.

Whatever **your audience is showing the most interest in** by their comments, likes, shares, and conversations is what you need to create products about.

Even if you already have a popular “How to Brand Your Business” product, consider how you can repurpose that and remake it to attract a different segment of your audience or to break it down to get more in-depth with each module.

Always Look at the Data Before Continuing

Testing is an essential component for every single product creator, regardless of the type of product. It's something many would-be information product sellers skip. They think they have an idea and they just go for it, creating the entire product before they even consider the market or the desire.

Even if you have no data yet of your own to look at, you can study your competitors to get the information.

You can also use Google Trends and other paid tools to determine what your audience is interested in.

For example, if you believe due to trends or your own interest in something that the audience is interested in learning how to brand themselves better, create a checklist about branding and sell it for a few bucks.

If it sells well, consider adding another easy branding download to your products, like "How to Choose the Right Colors for Your Brand." Get small, make it narrow, think step by step as you create new products based on the data you gather.

Ask for and Use Feedback from Your Audience and Customers

As you release different elements of the product you want to sell to test viability, ask for feedback from your audience and customers so that you know.

Sometimes they'll offer it up without asking, but **the best thing to do to ensure you do get feedback is to set it up in your autoresponder to ask them.**

You can also set up a poll that you deliver via Facebook Ads using remarketing and retargeting with the Facebook Pixel. This is a simple way to engage people who went to your site to download the test product or to look at the sales page.

Feedback is imperative, and they will notice if you use it or not too.

Take Pre-Orders or Get Sign Ups

The best test for whether your audience will buy or not is preselling.

Asking for money for something you've not finished is scary, but it can be done very professionally and carefully. After all, you can always refund the money if you don't sell enough or they don't like what they receive.

Have an idea in your mind how many presells you need before the launch date to justify continuing the product.

You can also use the sign up for more info method if you are very uncomfortable with preselling. This is an excellent way to announce an upcoming webinar, class, or a challenge.

Set up a sales page that includes everything that the product will consist of, then ask that your audience to sign up if interested in early-bird launch pricing. Give them some form of incentive - like a checklist, agenda, or something to download on the thank you page to ensure that they get fully signed up.

Another method is to sell something very low priced compared to your other offerings.

Checklists, cheat sheets, templates, and so forth are great for testing the interest in something.

For example, if you sell a course on how to create ads on Facebook, sell a \$7 checklist or short guide for creating ads on Facebook first to gauge interest, and build your email list. You can then market your course to them.

Deliver the Product on Time

This is key to preselling your product.

Authors through publishing houses have been preselling books for decades to justify a more extensive printing run. It's a way to get the money before doing the work.

If you're committed to doing the work, and you've set it up to make it easy by repurposing content that you buy or create, it really won't be hard to deliver at all.

If you're committed to doing the work, and you've set it up to make it easy by repurposing content that you buy or create, it really won't be hard to deliver at all. It's just new so it might be uncomfortable for you.

Just remember that you will learn more doing things that make you slightly uncomfortable than you will be sitting there in your comfort zone, doing everything in the way you think is safe.

Now that you know what to do, go forth and create amazing and useful products for your audience in a new way. Use the content you've already created again and again. Buy private label rights content that you know is perfect for your next product.

Start promoting before you've finished creating the product, and you will build your business bigger and better than you ever thought possible, all the while enjoying a balanced quality of life you may have never thought was possible.

A PERSONAL INVITATION!

And a special 7 day \$1.99 trial to the best online marketers toolkit available



1

MAGNETIZE

Every online marketer must have the ability to persevere until they prosper by training the right mindset...

2

MONETIZE

Making money is urgent and important for ALL businesses. It's the key to growing your business...

3

METHODIZE

Knowing what to do step-by-step to master sales and marketing correctly adds zeroes to your business...

Click here to start today!

IMProfitsCoach.com/7trial



WHAT DO INSIDERS GET?

- Monthly Deep Dive Training covering the latest tips, tools and strategies
- Access to our 3 latest products... FREE!
- Weekly Actionable Content to use in YOUR own business
- A Library of Internet Marketing Checklists
- PLR Traffic Videos to use with your affiliate promotions

and much more...