

SHY THOUGHTS TO SAVAGE CONTENT



DIGITAL SUCCESS

[HTTP://WWW.ACHIEVERPERFECTION.COM](http://www.achieverperfection.com)

E-PRODUCT IDEAS

Digital subscriptions like stock photos each month or recipes etc, webinars

Premium Community Groups

Worksheets (guides ie: sewing patterns)

Printable (Invitations, cards etc)

Ebooks

Mastermind groups (financial mastermind groups, wellness groups)

E-courses

Solo Webinars/Masterclasses

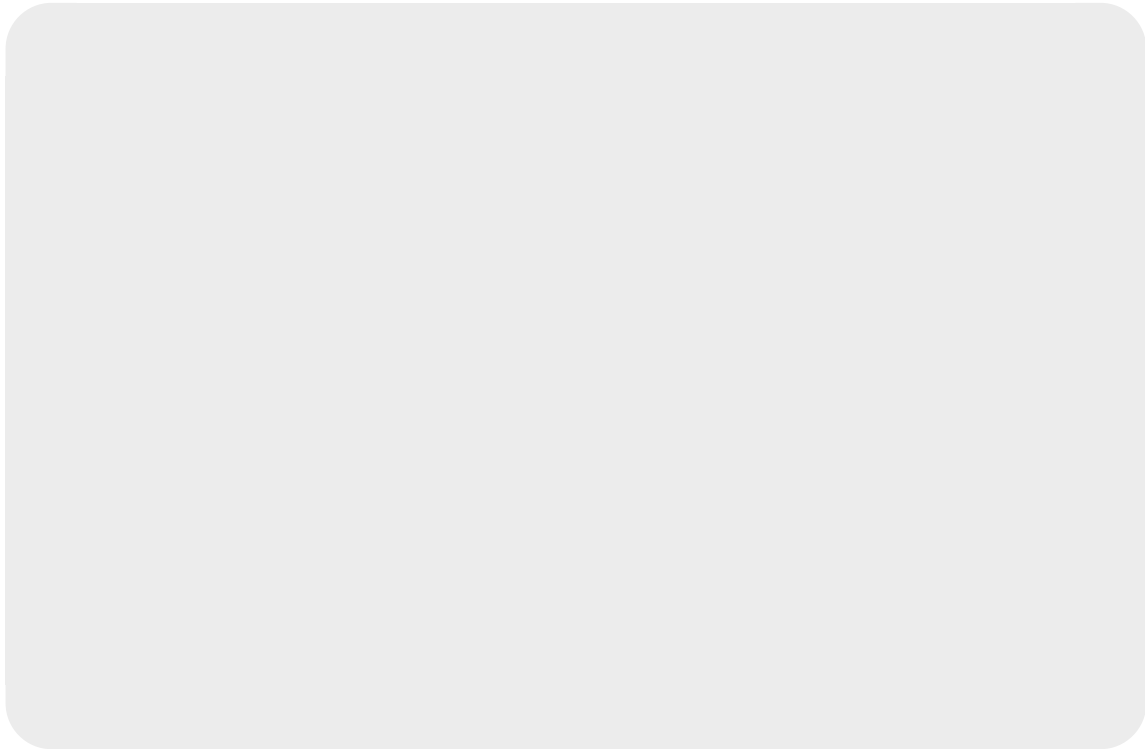
Private Videos

Coaching/ Consulting

ETC...

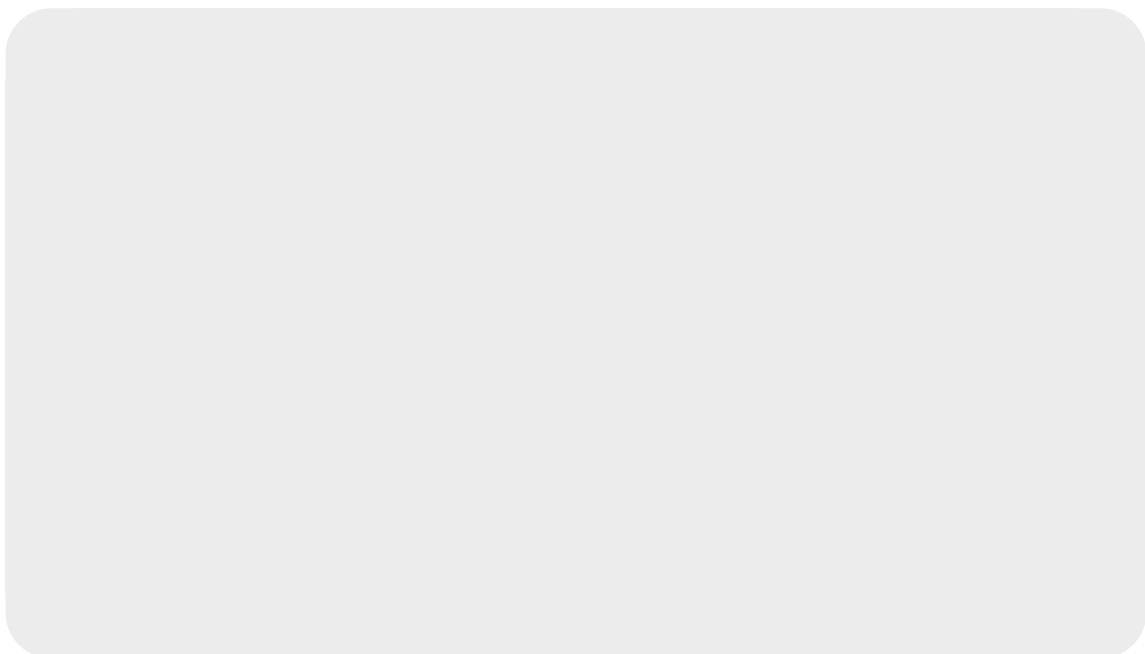
FIRST E-PRODUCT CREATION

Outline your e-product below. Name, details, price, target audience (should be similar to your blog audience)



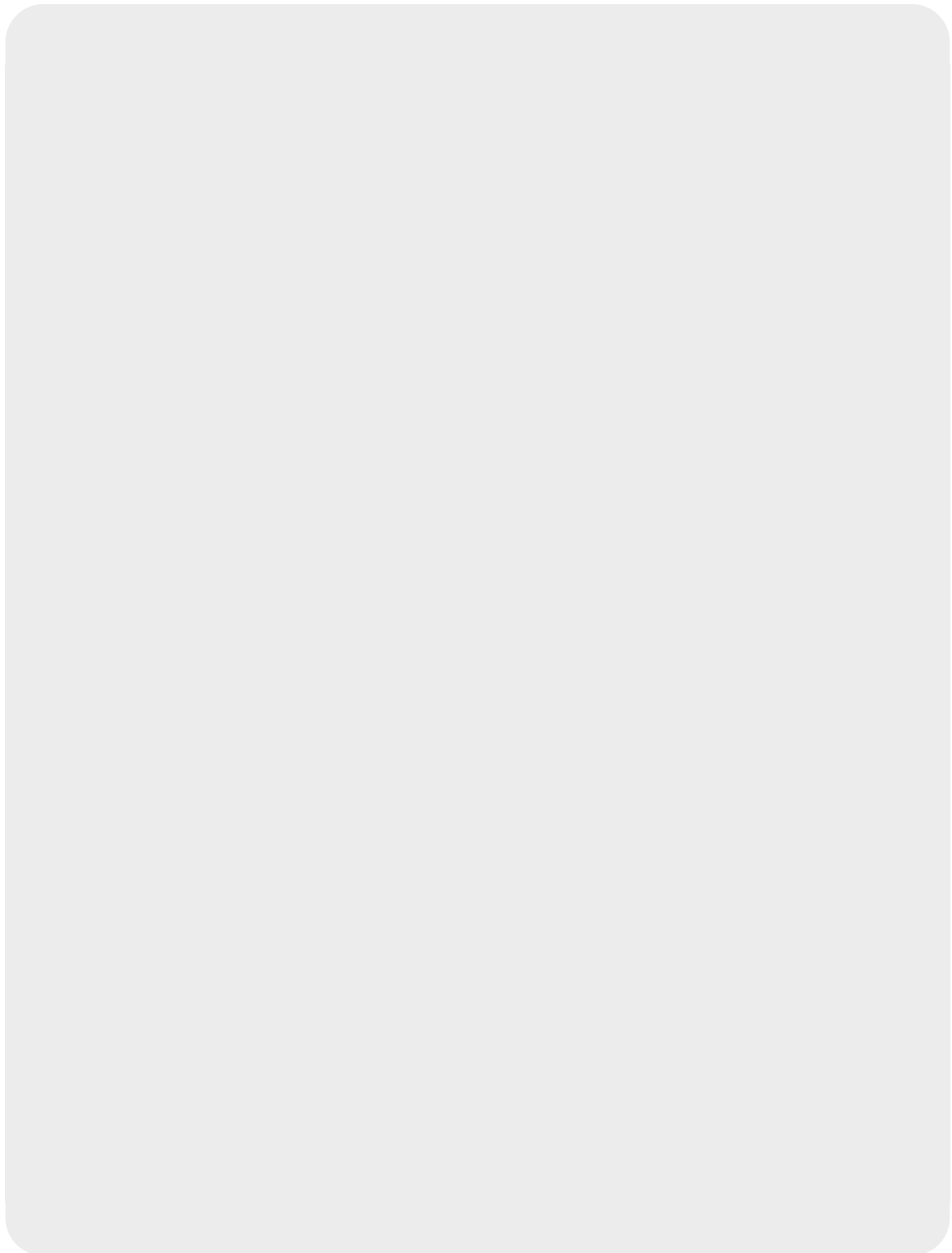
CREATE A MOOD BOARD

You should already be familiar with creating a mood board. Plan your e-product mood board below.



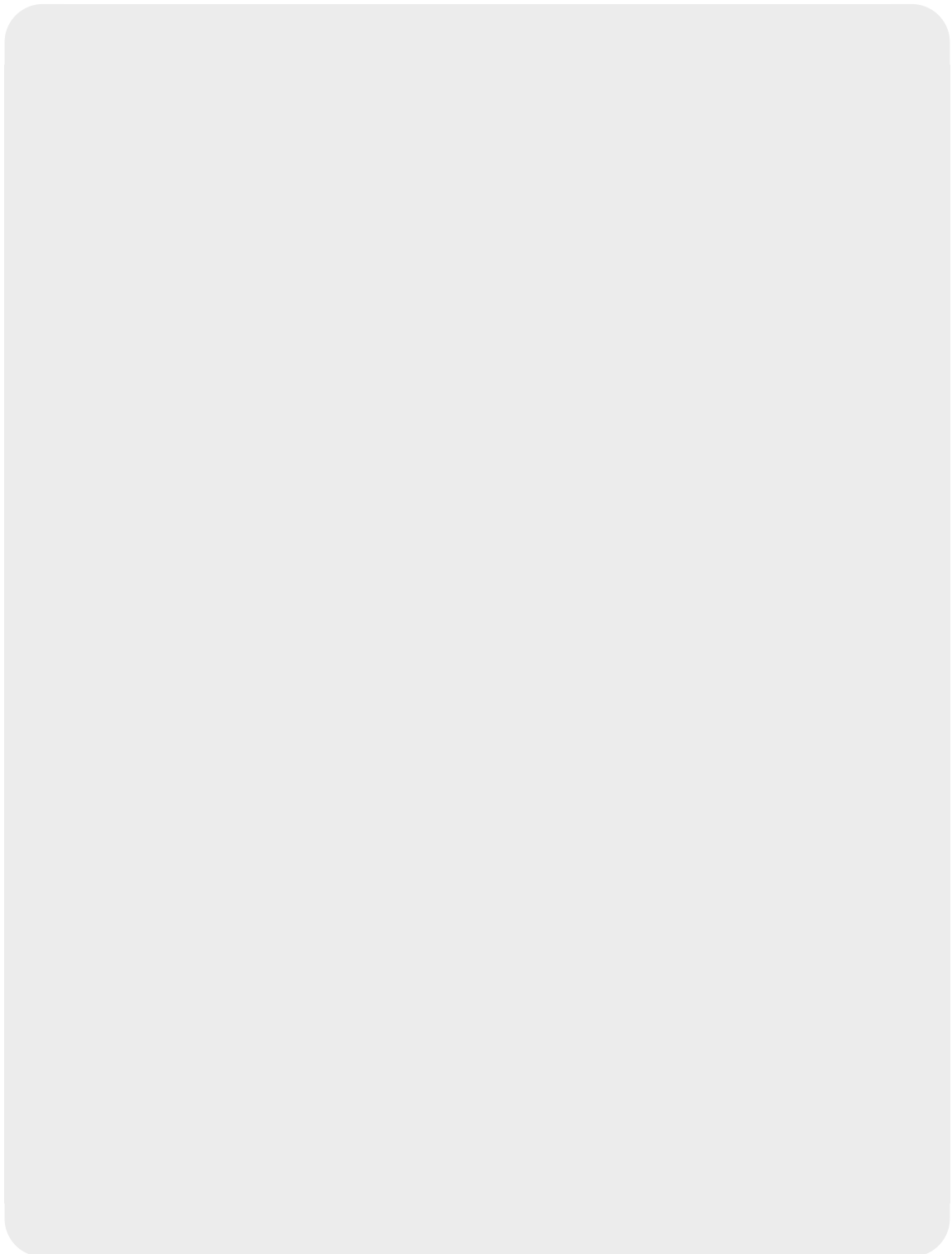
FIRST E-PRODUCT CREATION

What will your optin be for your e-product? This should be something useful and different from your e-mail Opt-In *Opt-In can be the same if you choose to funnel your email subscribers right into your sales funnel



THE SETUP

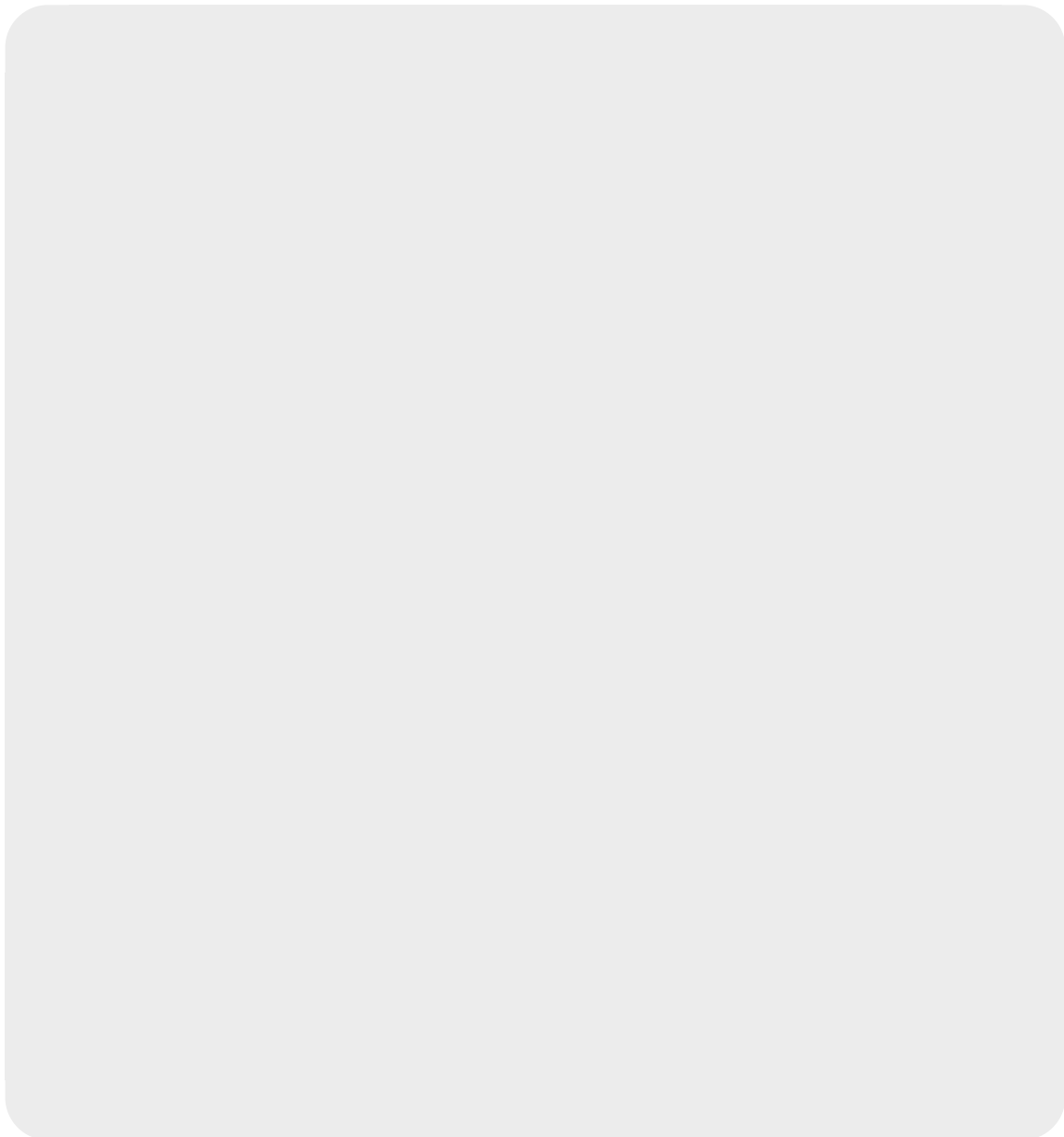
Test your idea! What were your findings?
(Use, Amazon, FB, Organic webinar, research
subscriptions on google) How will you adjust your
product according to research?



THE SETUP

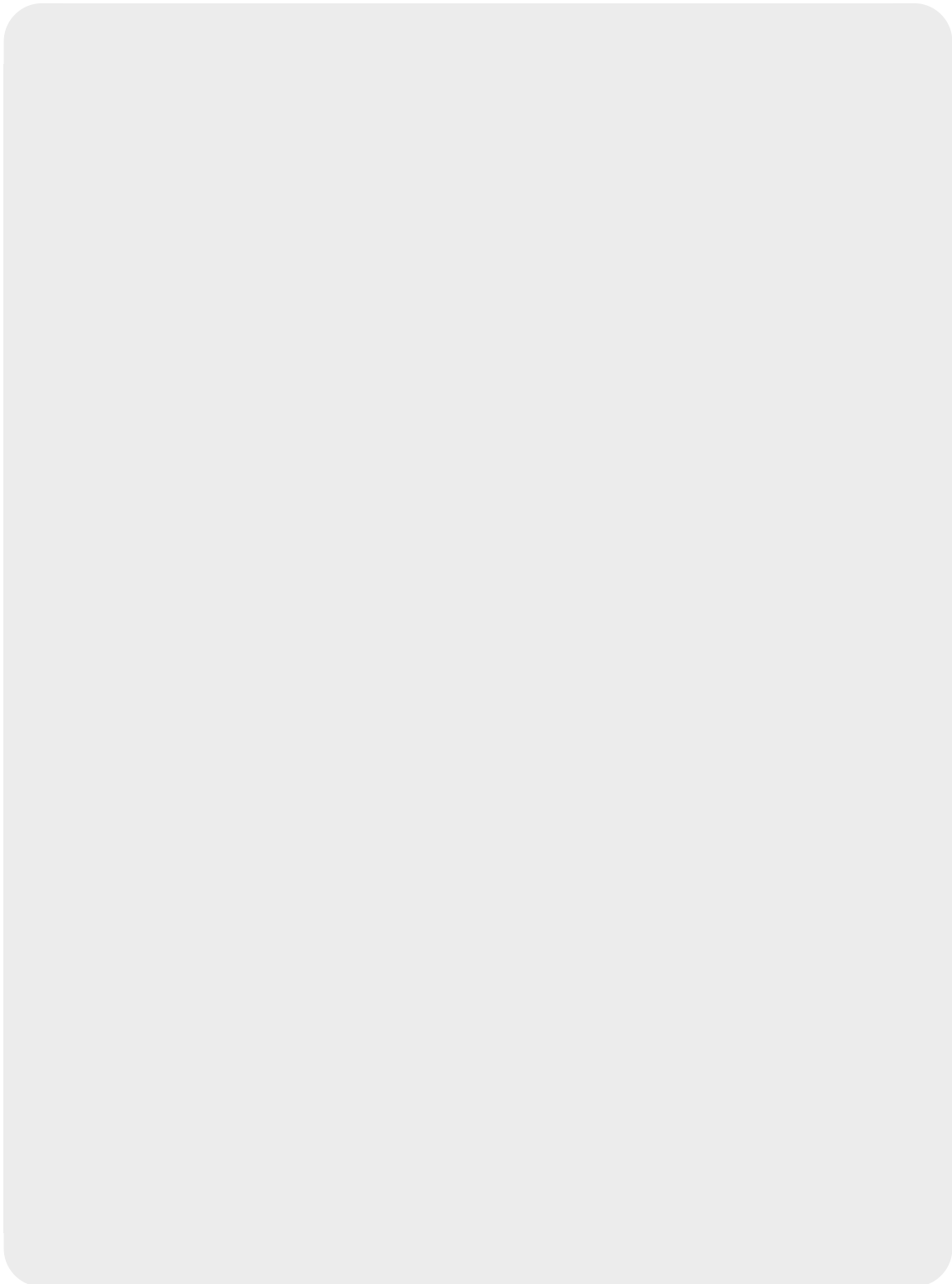
Pricing for your e-products?

What will be the availability of your e-product?
Will you run it year round? (ie: Course only open in
trimesters or summer etc)



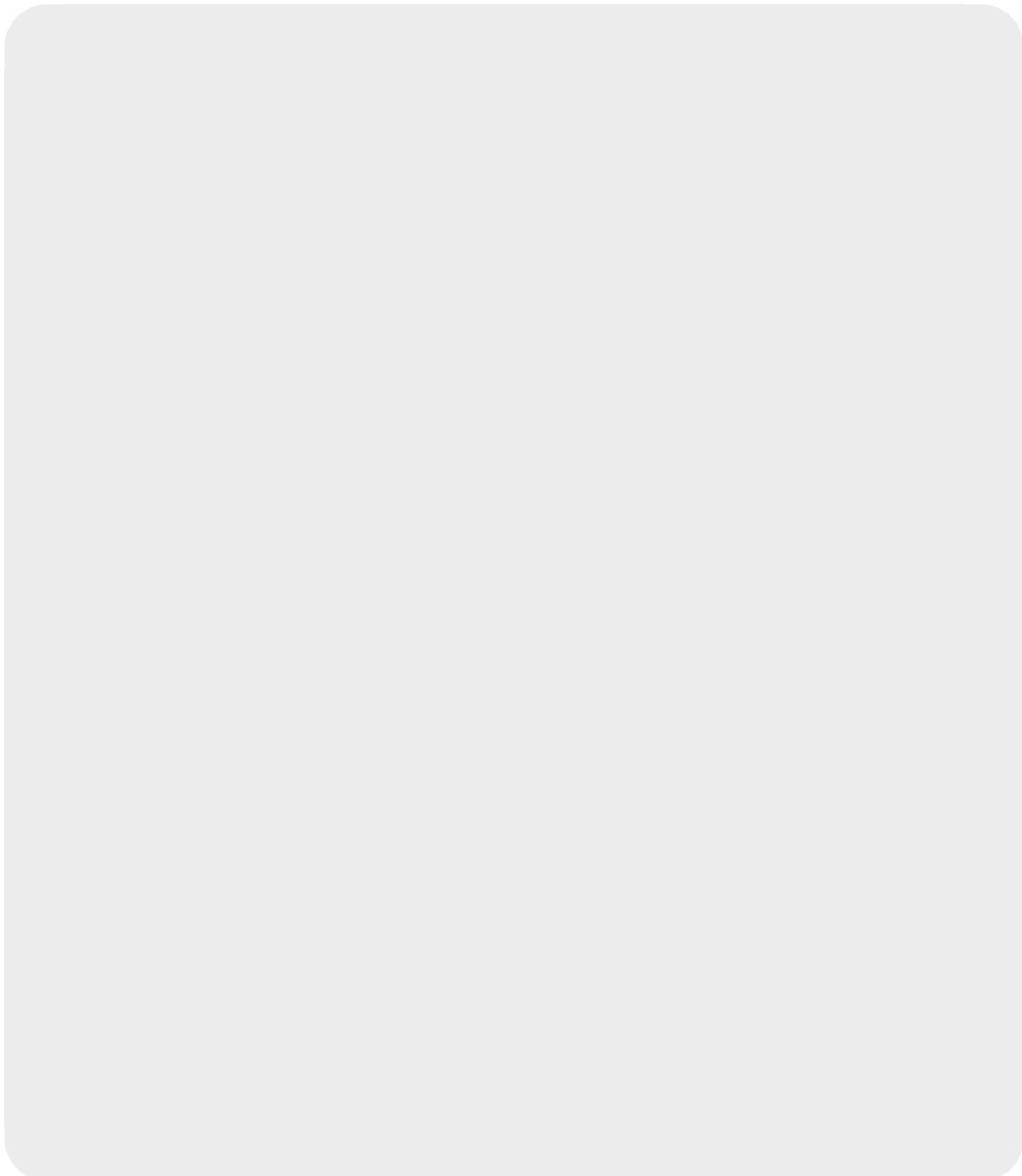
THE SETUP

Will you pre-sell? (This allows you to sell before having the product finished) What will be your pre-selling terms?



THE SETUP

Outline your sales page/landing page below like the previous modules landing page for your email optin. (It should include an intro, your story/struggle, your triumphs, what's included in your e-product, results/testimonials, qualifying your ideal customer (who it is for and not for)).



THE SETUP

What platforms will be needed to create a successful e-product?:

Teachable

Blurb

Canva

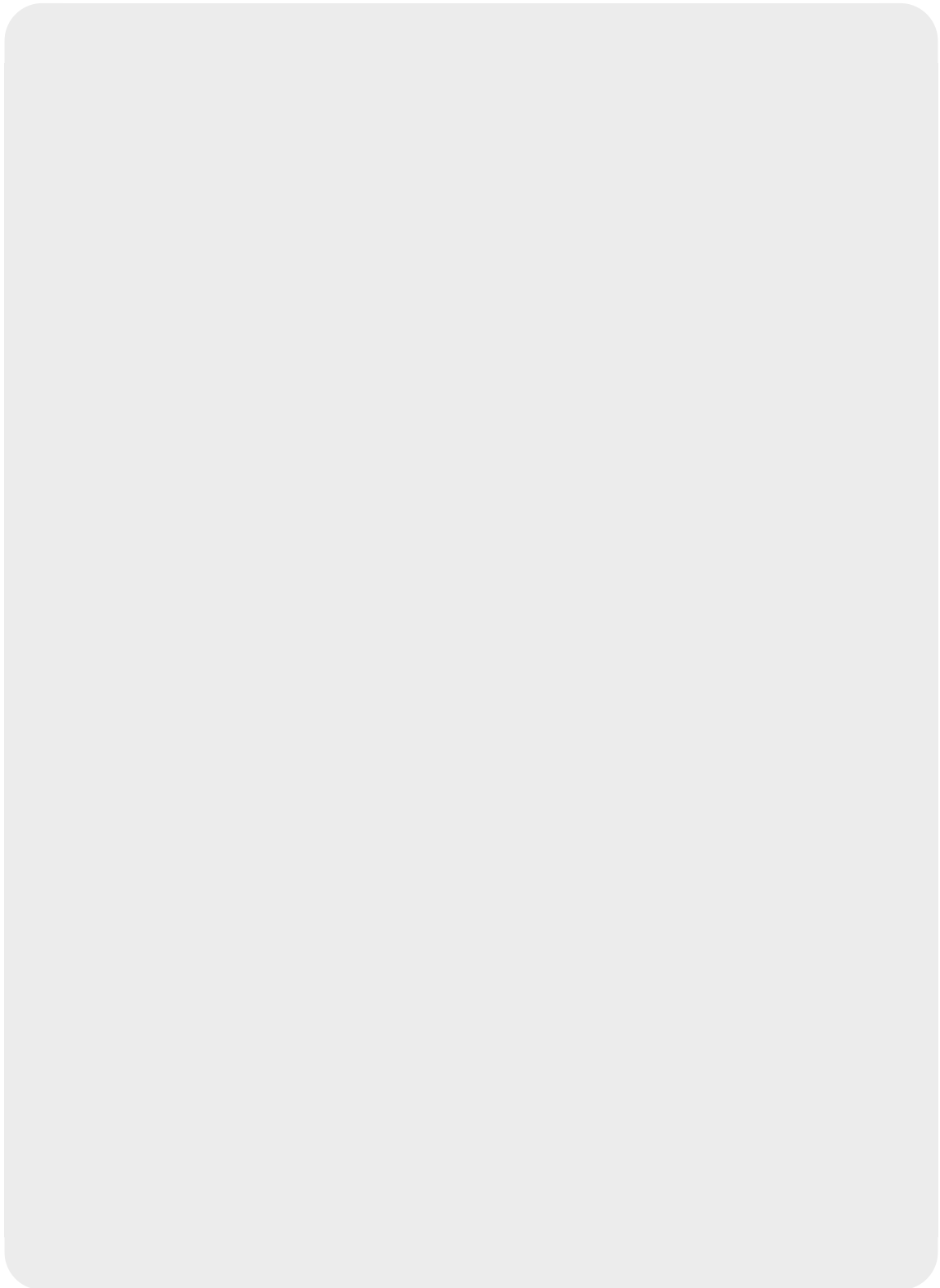
Facebook

Wordpress Plugins

Other _____

THE SETUP

Outline your strategy for setting up purchases.
Consider using payment platforms like Paypal,
Selz etc



FINAL

My Entry Level E-Product: _____

My Target Audience is: _____

The Entry Level Product Price is:

_____ valued at: _____

Pre-selling? : YES/ NO

Opt-In: _____

My Next Level Product: _____

Next Level Product Price: _____ valued

at: _____

High Ticket e-product: _____

High Ticket Product Price: _____ valued at:

Will you bundle any of these products: YES/ NO