

# Create and Sell a Profitable Online Product

## Part 1: Plan



# Why create an online course?



Reach more  
people



Sell 24/7



Have more  
free time

## 3 steps will get you to profitability

Plan

Build

Promote

**You lose money if you  
leave out any step!**



# The first step is to PLAN

**A**

**Get clear on your goal**

**B**

**Research demand and keywords**

**C**

**Map out your product and its infrastructure**

**D**

**Map out your plans for promotion**

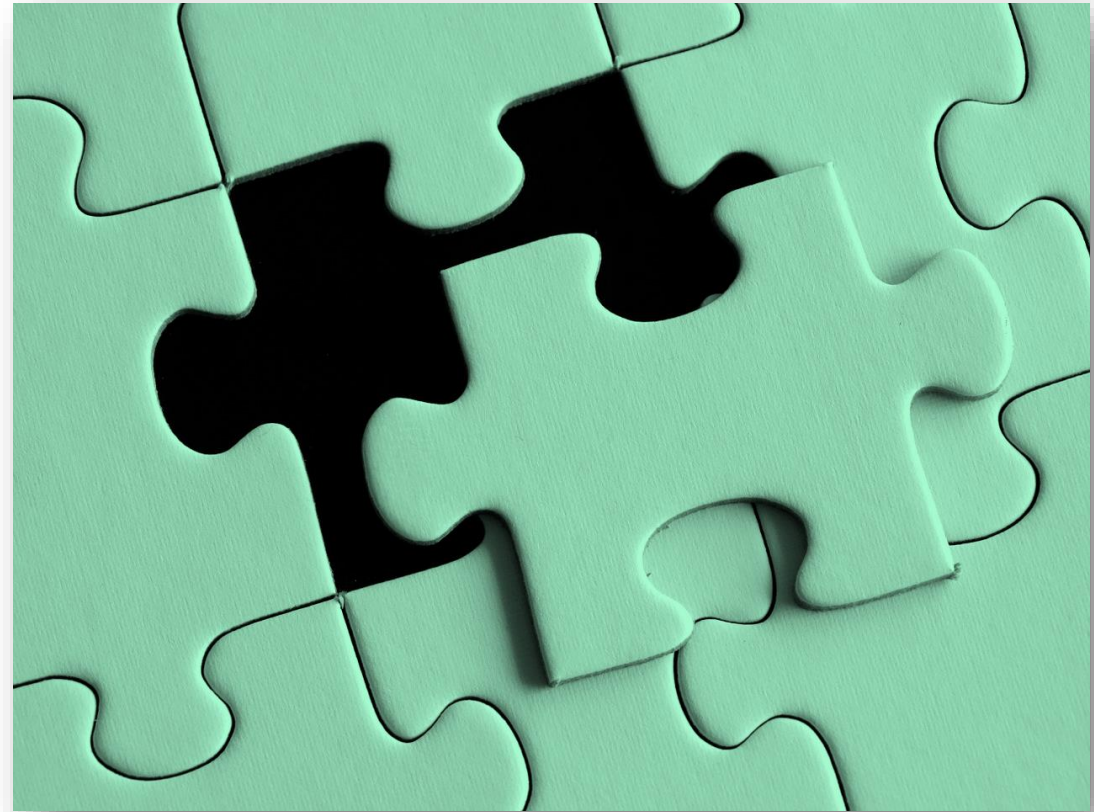


A

## Get clear on your goal



**Where does this product fit in with your other products and your business as a whole?**



## Here are some examples

This is a freebie and my goal is to use it to grow my list and then introduce people to my “X” product and from there, get them into my “Y” coaching.

This is an e-book and my goal is to increase my perceived authority and expertise so I can get new clients into my “Y” coaching.

This is a video training course and my goal is to deliver what I promised and from there, get new clients into my “Y” coaching.





**What's YOUR goal for your product?**

**B**

## Research demand and keywords



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Create a product that people want to buy

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Name and describe your product in a way that attracts the most people

**infoproduct**

**DIGITAL  
PRODUCT**

**information  
product**

**virtual product**

**online  
product**

**Here are some things  
you need to know...**

**Is there a market for this  
product?**

**What name will attract the  
most buyers?**

**What content do people  
want that will solve which  
problems they have?**

**What prices are  
competitors charging?**

**Do your eyes glaze over at  
the thought of research?**



**Good news!**

It isn't hard

It doesn't take  
a long time



# Keyword research: What are people searching for?

Go to  
adwords.  
google.com

Sign in or  
create an  
account

Click Tools/ 3-  
dot menu  
icon/Wrench  
icon

Choose  
Keyword  
Planner



Return to previous

 **PLANNING**

Keyword Planner

Ad Preview and Diagnosis

 **SHARED LIBRARY**

Audience manager

Portfolio bid strategies

Negative keyword lists

Shared budgets

Placement exclusion lists


 **BULK ACTIONS**

All bulk actions

Rules

Scripts

Uploads

 **MEASUREMENT**

Conversions

Google Analytics

Search attribution

 **SETUP**

Billing & payments

Business data

Account access

Linked accounts

Preferences





## Keyword Planner

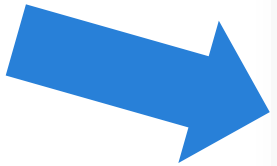
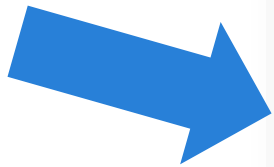
Where would you like to start?

### Find new keywords and get search volume data

- ▶ Search for new keywords using a phrase, website or category

- 
- ▶ Get search volume data and trends

- 
- ▶ Multiply keyword lists to get new keywords



## Keyword Planner

Where would you like to start?

### Find new keywords and get search volume data

- ▶ Search for new keywords using a phrase, website or category

#### ▼ Get search volume data and trends

Option 1: Enter keywords

infoproduct  
information product  
virtual product  
online product  
digital product

Find keywords

Review plan

Ad group ideas

Keyword ideas

Keyword (by relevance)	Avg. monthly searches ?	Competition ?
digital products	1K – 10K	Low
online products	1K – 10K	Medium
information products	1K – 10K	Low
virtual product	100 – 1K	Low
infoproduct	10 – 100	Low

[Find keywords](#)

[Review plan](#)

<a href="#">Ad group ideas</a>	<a href="#">Keyword ideas</a>		Col
<b>Search terms</b>		<b>Avg. monthly searches</b> ?	<b>Competition</b> ?
information products		1K – 10K	Low
Show rows: <b>30</b>			
<b>Keyword (by relevance)</b>		<b>Avg. monthly searches</b> ?	<b>Competition</b> ?
pim		100K – 1M	Low
product information management		1K – 10K	Medium
product information		1K – 10K	Low
pim product information manage...		100 – 1K	Medium
product information management		100 – 1K	Medium

# Tips for finding keywords

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Click the Avg. Monthly Searches column header to show the highest number of searches first

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Look for the highest average monthly searches and Medium or Low in the Competition column, as long as the keywords seem relevant

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Continue to try variations until you find the best keywords—you can use multiple keywords in a blog post or product description

## More keyword research tips

Click the Download button to download the data

Keep track of your results so you can combine it with other research and make your final decisions

You can put it in a document or spreadsheet

# Research in online groups—ask real people!

Ask in Facebook and LinkedIn groups whose members are in your target market

In Facebook groups, you can create a poll and ask people to choose from a number of product names, for example.

# Ask your subscribers

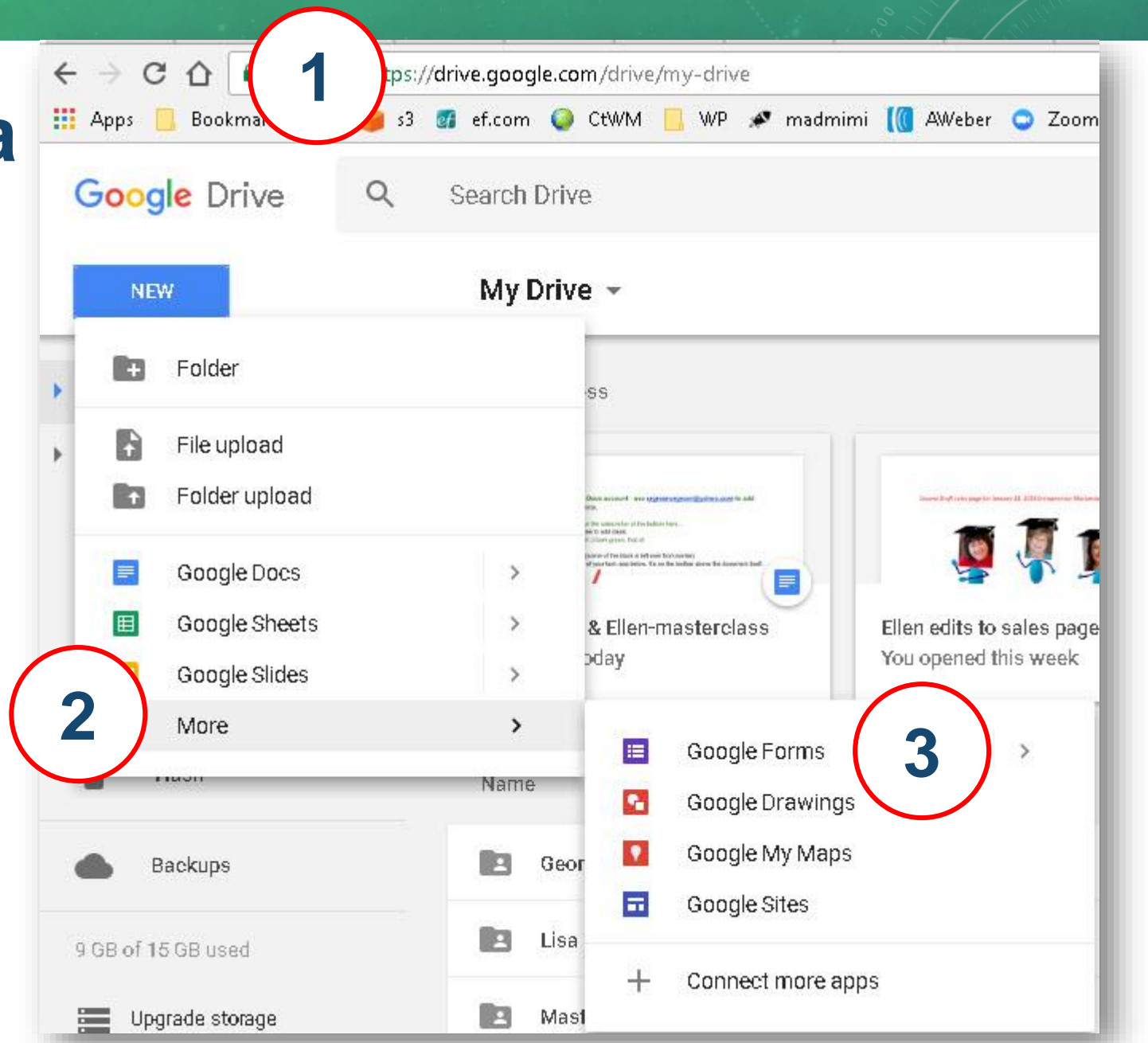
Ask them which products they want you to create...

...or which product names would sound most interesting and valuable to them





**Google forms is a great option—free for unlimited responses**



Enter your first question

Choose the type from the drop-down at the right > Complete the options

Click the plus (+) sign

to add another question

Use the icons at the upper right

to change the colors, preview the form, and change settings

Click the Send button

to get a link you can put in your email or in posts

Name the form

The screenshot displays the Google Forms editor interface. At the top, there is a purple header bar with a 'SEND' button and several icons. Below the header, there are two tabs: 'QUESTIONS' and 'RESPONSES'. The main content area is divided into two sections. The top section is titled 'Untitled form' and contains a 'Form description' field. Below this is an 'Untitled Question' section with a radio button and the text 'Option 1'. The bottom section is a question editor with a text input field containing 'Question', a 'Multiple choice' dropdown menu, and two radio buttons labeled 'Option 1' and 'Add option or ADD "OTHER"'. At the bottom right of the question editor, there are icons for copy, delete, and a 'Required' toggle switch. A vertical toolbar on the right side of the editor contains icons for adding questions, text, images, videos, and a list of options.

# Check out your competitors!

What words to your competitors use?  
(Maybe they did some research and you can piggyback off of it!)

This doesn't mean that you should copy your competitors

You also need to distinguish yourself from your competitors

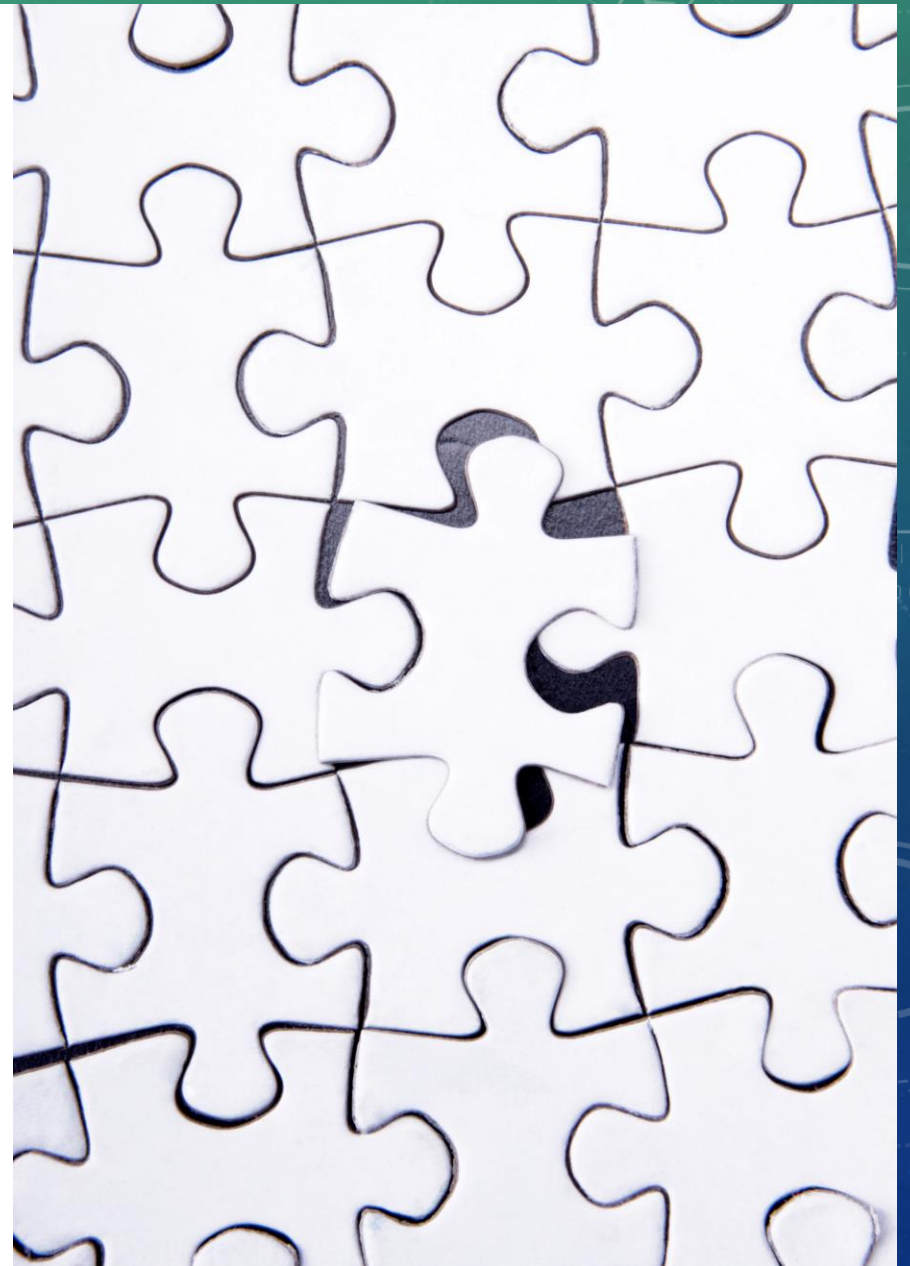
So just use the information you collect from your competitors as one of the pieces of your research

# Put it all together

Look over all of the results you collected and look for trends

You should be able to get a really good idea of what product to create, what to name it, and what words to use to describe it

Your results will vastly improve your chances of success

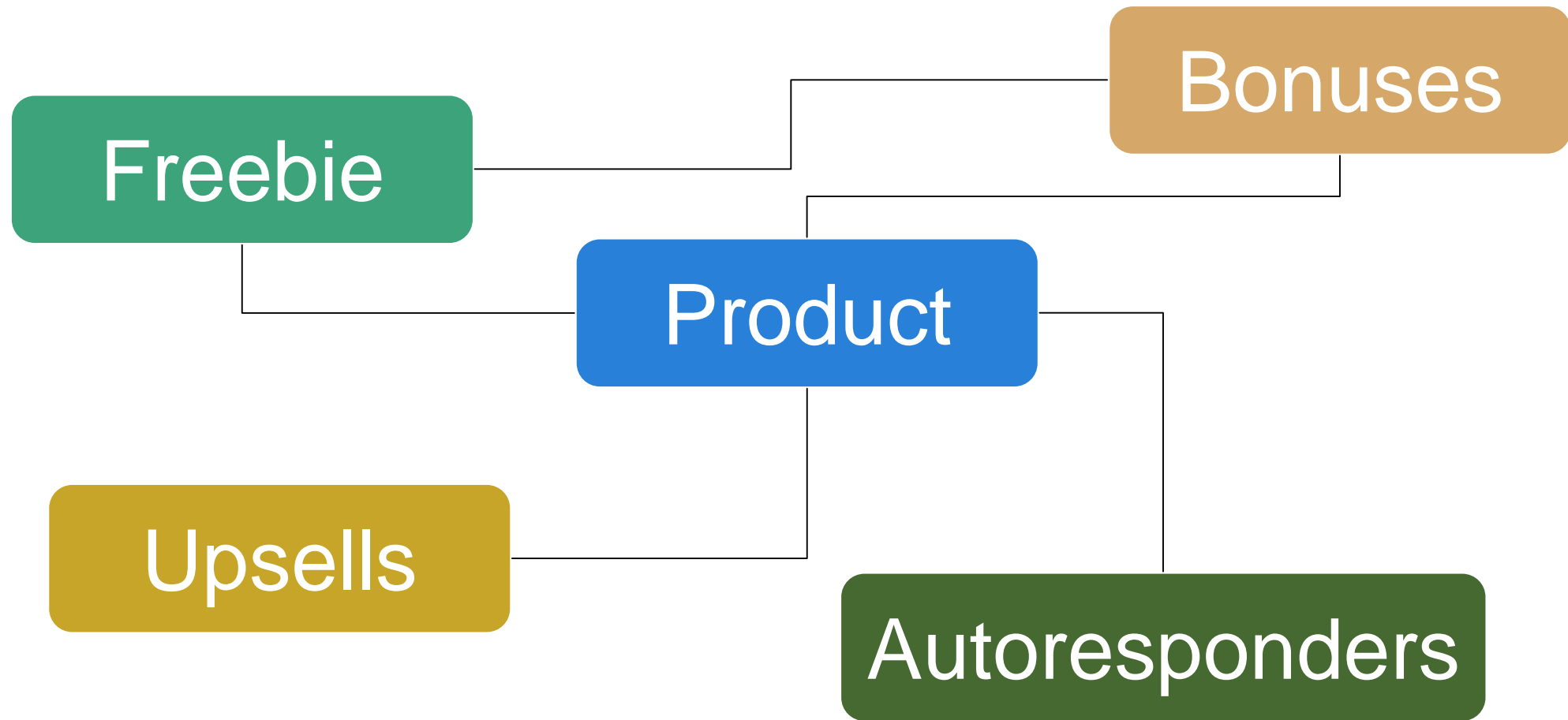


C

## Map out your product and its infrastructure



# You need to create an entire infrastructure



# You need to have a funnel





# Example of a funnel (you can have more than one)

Freebie (lead generator)

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graph TD; A[Freebie (lead generator)] --> B[e-book]; B --> C[my product]; C --> D[upsell of "X"]; D --> E[bonus of "Y"];
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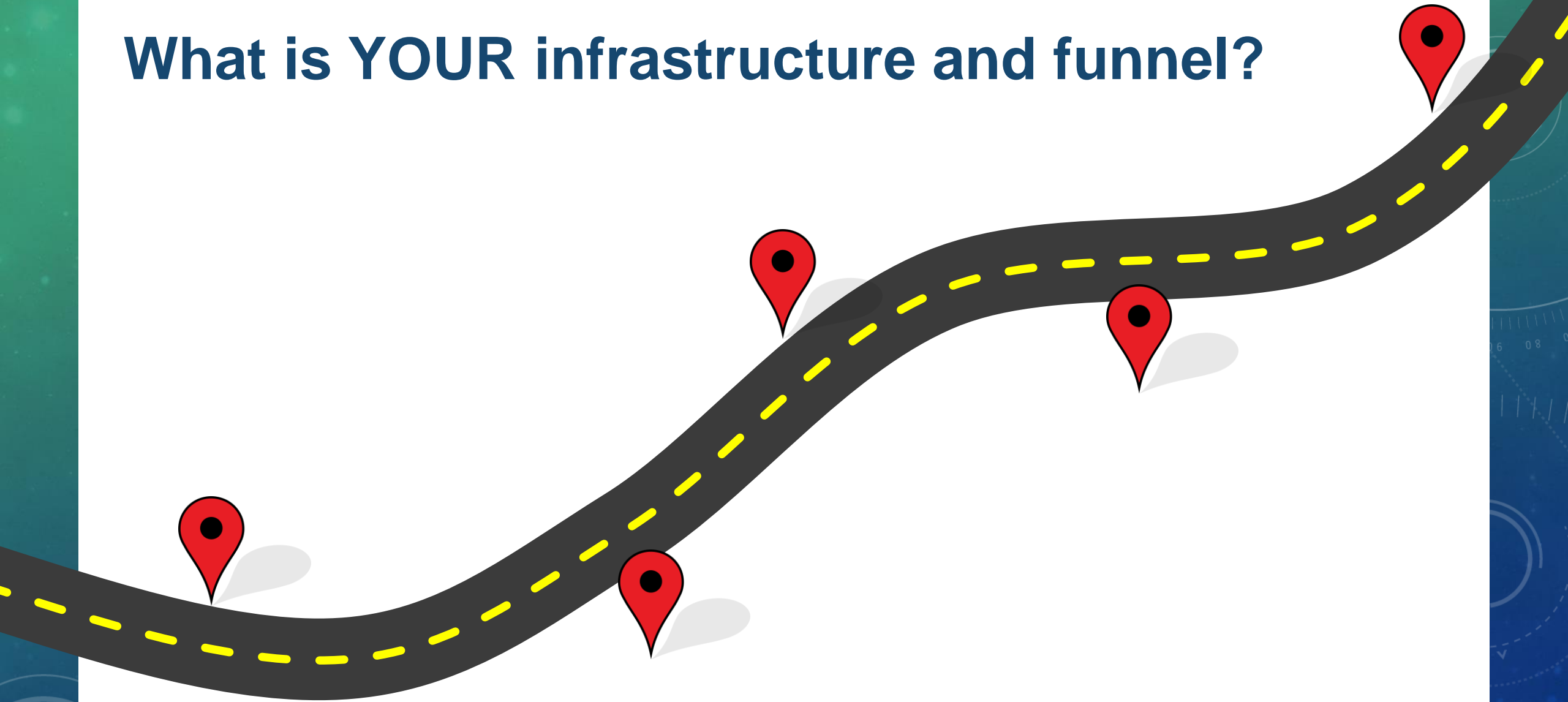
e-book

my product

upsell of "X"

bonus of "Y"

# What is YOUR infrastructure and funnel?



D

## Map out your plans for promotion



# How will you promote your product?

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To your email list?

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Through affiliates?

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On your website or an online platform?

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Will you use ads?

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Will you sell it with a webinar?

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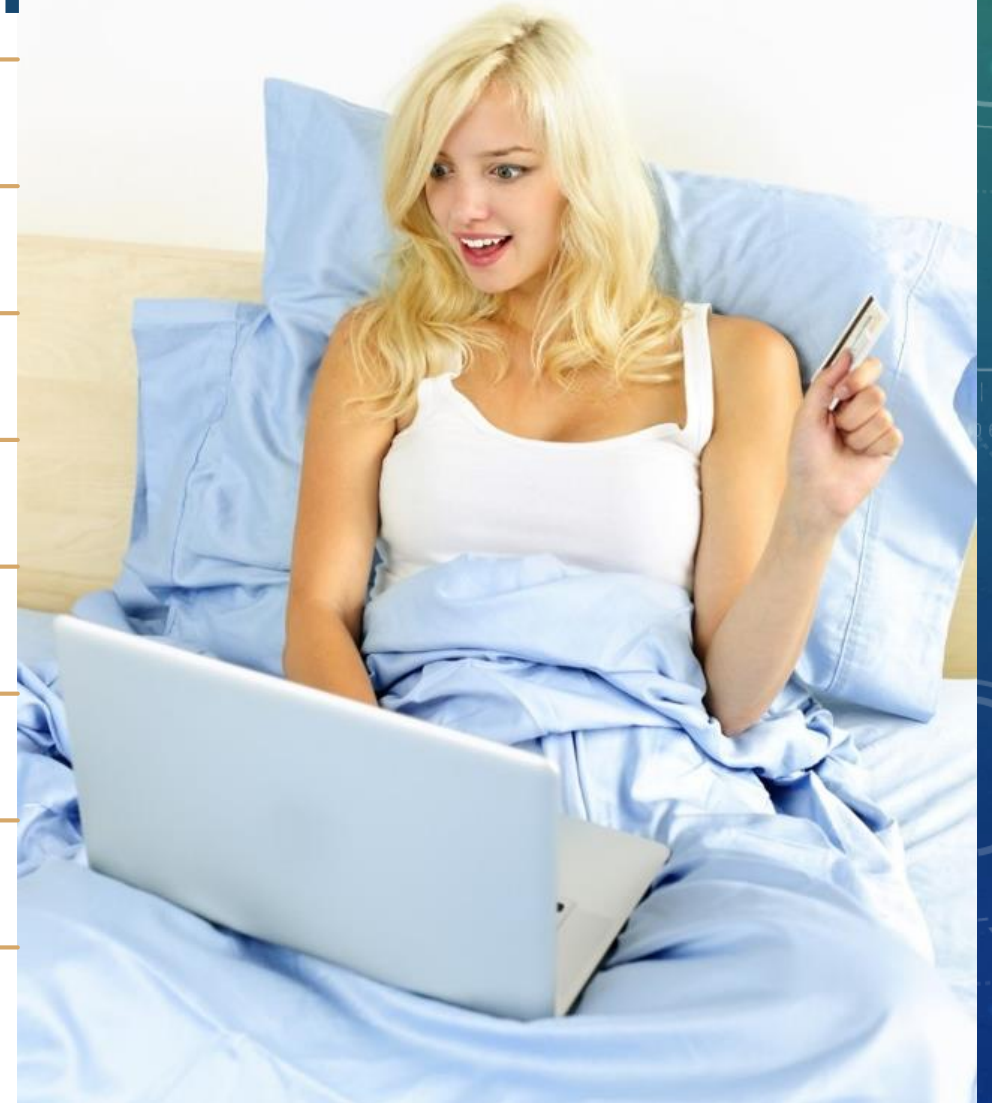
How will you accept credit cards?

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Will you do a big product launch?

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Is this an evergreen product or a one-time event?



## Some promotional setups...

Set up a series of webinars and ask affiliates to promote them. It can be one webinar per affiliate or you can invite multiple affiliates to promote one webinar

Put the product on JVZoo or Warrior Plus (or another platform) and invite affiliates to promote their link

Create a series of emails to promote the product and sell it from your website.

Use Facebook ads to get people to a pre-recorded webinar and sell on that webinar

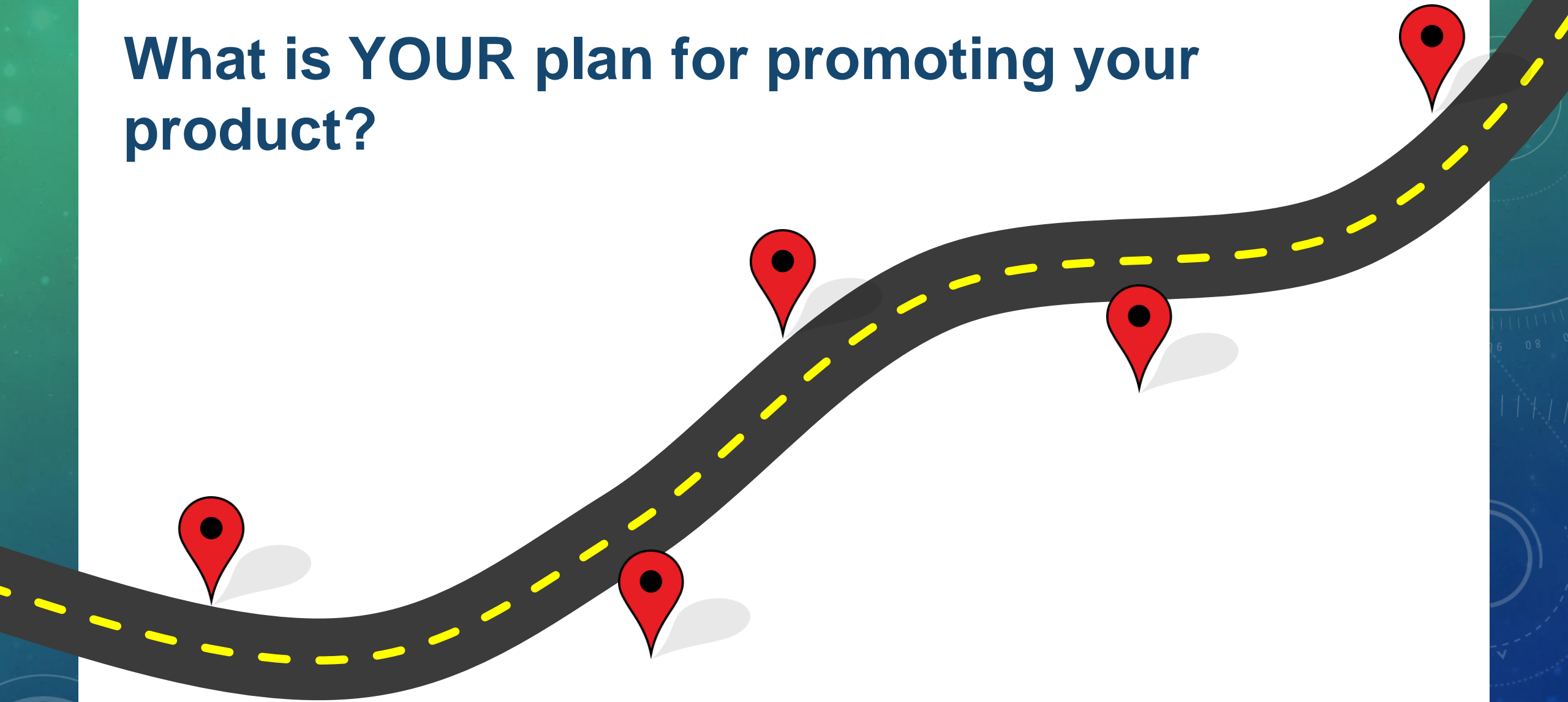
# My friend and colleague, Sue Painter, says

Commit to developing a marketing to-do list along with every offer so that when the offer is done, you have a plan to get the word out about it

Figure out 3 ways to market everything



**What is YOUR plan for promoting your product?**



# What's next?

Rewatch the recording tomorrow or the next day

Follow the instructions in the emails you'll get

Finish in the next week

The next meeting is in a week: Thursday, November 16 at the same time

I told you planning and research doesn't take long!



**You can do this!**

