



MAKE YOUR MARK GLOBAL

DEEP DIVE #4

CHOOSE, TEST, CREATE & LAUNCH YOUR PRODUCT

Market Research

1. List the problems you know how to solve well. (Ref. RSVP WORKSHEET)

2. How many people are suffering with those problems? (Market size)

3. What are the existing solutions in the market for that problem?

4. How would you solve that problem differently, in your unique way?

Describe your personal USP and the product USP

5. What is the specific outcome could you help people achieve?

REMEMBER, people pay for TRANSFORMATION!

6. On a scale from 1-5 stars, how confident are you that you can deliver the outcome they desire?

1 star = not very confident ----- 5 stars = very confident

7. How long will it take them to reach the endpoint, goal, outcome?

8. How would that benefit your client / customer? (Ref. P6 of Niche Worksheet)

9. On a scale from 1-5 stars, how excited are you to work on that problem/solution?

1 star = not very excited ----- 5 stars = very excited

10. What do you want / need to get out of this product?

Money, leads, testimonials, confidence/experience...

PRODUCT FORMAT

In which format would you deliver your solution?

Print book, e-book, video series, online course, group coaching, membership, live training

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

On a scale from 1-5 stars, how skilled are you in those formats

1 star = not very skilled ----- 5 stars = very skilled

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

What can you do to improve your skills or who could help?

ASK FOR INPUT ON YOUR IDEA

Create a quick and easy email or social media survey with a service like SurveyMonkey to find out what people are REALLY looking for. Ask what features existing products lack, what could they live without, what might they be willing to pay more for?

Collect the responses in a document.

I will complete this step by this date: _____

Collect and analyze that data. What did you learn?

Send a text, email or create a poll to ask your existing audience, clients or friends how excited they'd be to have the product you're conceiving.

A lot of people tell me they struggle with _____ so I'm
problem / pain

thinking of creating a _____ to help them achieve _____.
your solution desired outcome

On a scale of 1-5 how interested would you be to buy that if you
had that _____?
problem / pain

Tally your results. Which problem has the highest star ratings for your skills, your excitement, benefits to you and audience feedback.

PRODUCT CREATION

Outline the steps & milestones you will take to create the product.

What resources do you need to create the product and what will they cost you?

Website, landing page, email host, time, etc.

What will it cost you in total?

How long will it take you to create that product given your schedule?

PRODUCT PRICING

What is the cost of similar products?

Consider the solutions your target audience already tried:

Revenue potential

How many units do need to sell to reach your goal?

e-commerce sites convert 2% to 3% of their overall traffic

<https://fitsmallbusiness.com/product-pricing/>



How to Price a Product - The Ultimate Product Pricing Strategy Guide for Small...

Need help with product pricing? Our 3-step guide explains the math behind product pricing and covers product pricing strategies for all types of businesses

[Fit Small Business](#) / Krista Fahrigan / Dec 1, 2017

THE LAUNCH SEQUENCE

PRE-LAUNCH

Build anticipation among your audience by promoting the product prior to launch, the awareness will be more prevalent, helping drive more sales on a new product.

1. Create a landing page about the new product on your website
2. Create an email campaign that encourages signups to learn more about the product with a CTA (call to action)
3. Reach out to bloggers, journalists, and industry influencers that can help create content that will tease the product
4. Reach out to PR reps to create an press release that will have all media outlets talking about your product at the same time when it launches
5. Depending on your budget, you should advertise in as many appropriate places as possible that receive enough traffic to generate interest
6. Create the content early so you have perfected ad copy and images that you can use when your product is ready to be presented

THE LAUNCH SEQUENCE

Promote the new product on your landing page, your email campaigns, and social media. Network and encourage your contacts to spread the news as well.

LAUNCH PROMOTION

Optin landing page for free offer

Email Sequence

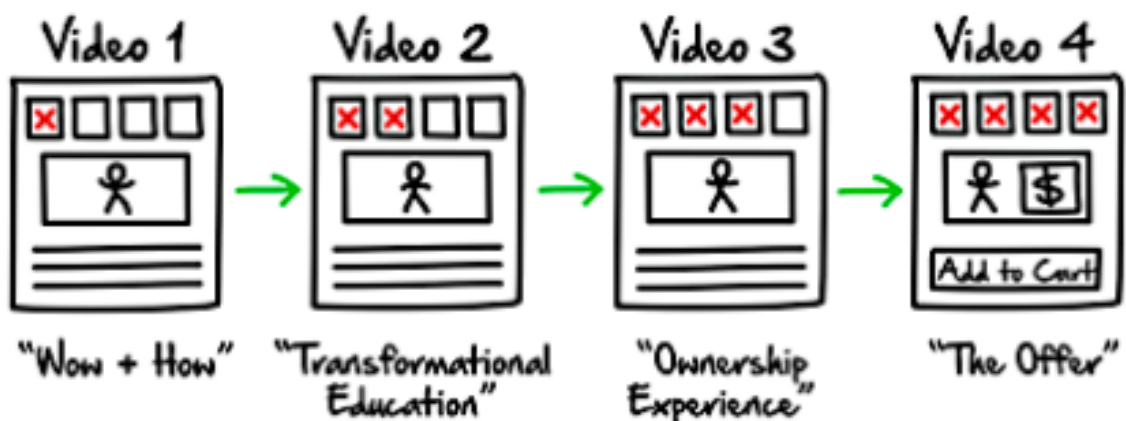
Video 1

Video 2

Video 3

Offer

PRODUCT LAUNCH FUNNEL



POST-LAUNCH

Keep momentum up!

Compare your success metrics to real data and make adjustments

Follow up with customers who “weren’t quite ready”

Share your success in the press & social media

Have a system in place to handle bugs or issues

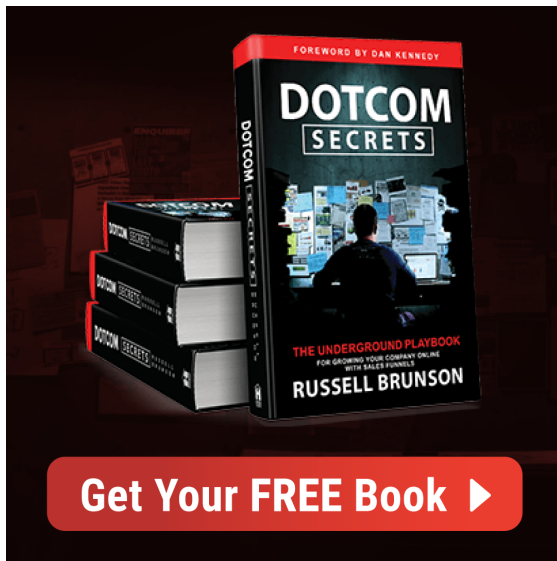
Debrief your go-to-market strategy

Which things do you need to level up your skills or hire someone to do?

THE LAUNCH SEQUENCE

I highly recommend you invest in educating yourself about the concept of product launches.

The trilogy of books by Russel Brunson can help you get up to speed on marketing funnels, processes and even scripts to promote and sell your products.



NEXT STEPS

What I will do TODAY to begin implementing what I've learned

What I will do NEXT WEEK to begin implementing what I've learned