Outlining Your Product For Maximum Value

As you build your product, organize the program according to one of the Frameworks you've already learned. Think of your product as a movie… and each section as a scene. The product needs to flow in an organized, logical, intuitive way for your customer. Remember, you're not just educating - you must also entertain and surprise to keep attention. Just like a great album starts with a "bang," make sure you start your product with impact. Your opening sets the tone and the expectations!

What's the KEY problem/need this product is going to solve?

What are the 3-10 elements that you'll combine to achieve a solution?

Which of these elements or concepts would be the most powerful "opening shot" to set the tone, grab attention and deliver fast, easy results?

What order makes sense to deliver the rest of the "solution elements" in - so your customer can build on top of the progress they make at each stage?