

Brittany Lynch – 35 Product Ideas & Building Relationship Equity

Information Products

1. Ebooks
2. workbooks
3. checklists/cheat sheets
4. Tip lists
5. video tutorials
6. graphics files
7. infographics
8. Process Maps
9. Diagrams
10. Live Webinars
11. Interview Recording
12. Webinar recording
13. Youtube videos
14. mp4
15. mp3
16. screen vapture videos
17. pdfs
18. video tutorials

Physical Products

1. Tshirts
2. Mugs
3. Totes
4. Hats
5. Consumables
6. Niche Specific Products

Software And Technology Products

1. Wordpress Themes/Website templates
2. Toolbars
3. Scripts
4. Utilities
5. Spreadsheets

Time Based Events

Brittany Lynch – 35 Product Ideas & Building Relationship Equity

1. Live Events
2. Masterminds
3. Group Coaching
4. Consulting
5. Done For You
6. Email Coaching

Relationship Marketing – Build Relationship Equity

“What does this relationship have to be like, for this customer to stay married to me for life” – Dan Kennedy

1. Frequency Of Contact / Showing Up

If you're not actively building relationship equity, you're destroying it because someone else is building it with your customer. Create a mailing schedule that you can maintain.

2. Personality

Use your personality to create a remarkable experience and to differentiate yourself from your competitors. Many people get scared of communicating with their audience and end up not communicating at all.

3. Give Value

Tell them you appreciate them, give without asking for anything in return.

4. Create Feedback Loops

Ask your customer what they'd like to learn more about. Listen to what your customer tells you.

5. Speak to one person

Create a customer avatar. When you write emails, imagine that one person. Ask yourself what problem is that person experiencing right now, what's going on in their life? It's easier to write to one person than many.

Resources

- 1000 True Fans Article - <http://kk.org/thetechnium/2008/03/1000-true-fans/>
- No B.S Trust Based Marketing