

The Digital Product Blueprint

5 Modules Summary

The 5 Modules

1. Target Your Niche
2. Create Your Product
3. Build Your Marketing
4. Get Traffic & Customers to Launch
5. Automate Your Email Follow-up

Module #1: The Niche Checklist

1. Narrow Your Niche
2. Use the 3 Question Test
3. Create a Category
4. Name your Category
5. Create a Customer Avatar

The 5 Modules Summary

Module #2: The Product Checklist

1. Create an outline based on the things that people are searching for
2. Get a rapid prototype together of your digital product, and get it online to test market
3. Use Knowledge Frameworks
4. Package your knowledge in the highest-value format you can
5. Name your product using the most important benefit, outcome, or result that your customer wants or wants to avoid

Module #3: The Marketing Checklist

1. Test Everything
2. Use The Conversion Conversation
3. Use winning, proven, money-making headline and copy formulas
4. Speak it out loud
5. Make it feel like valuable education and news

The 5 Modules Summary

Module #4: The Launch Checklist

1. Move The Free Line
2. Treat your prospects like customers from the beginning
3. Offer to give content and training to future partners
4. Put up an opt-in page for your launch
5. Give students a powerful reason to enroll now

Module #5: The Email Checklist

1. Start your email with something valuable
2. Align everything
3. Keep following up
4. Vary your format
5. Make several offers