

How To Turn Your Big Idea Into A Digital Product

Your Big Idea is the seed that becomes your digital product. You use your digital product to build your online business. Your online business provides the income to fund your ideal lifestyle. Your lifestyle then gives you the freedom you need to make the contribution and impact you want to make in the world.

The new mark of success is an online business. When I first started, no one seemed to think that my online business was a big deal. But now, when people hear that I have an online business, they say "Oh!" - and want to learn more.

If you take a moment and think about it, you'll realize that there are people all around the world, right now, who are online searching for the information that you have in your head. Right now, right at THIS moment. Imagine them for a moment, running into challenges in their lives, and going to their computers to search for solutions and answers. What are they finding? Are the answers that they are finding as good as the answers you could provide?

A tip: Create the outline of your digital product based on exactly what people are searching for online - this way, when you tell them about it, the product literally "sells itself."

When you create your first digital product, and then someone buys it and uses it to learn what they need to know, you also have a big "ah-ha!" realization: You see that you can create a book, audio course, or other program that goes out and "does the teaching for you." And you realize that instead of you having to go, you can send your product to do the teaching. This frees up a tremendous amount of time that you can then invest creating your next product, and your next one.

When I created my first digital product, which is a book, it changed my life. The book was doing the teaching, and I was building my business. When I created my second digital product, my business doubled instantly. And each product after that has become almost like its own little business running within my business, teaching people around the world, and adding value to my business and income.

A tip: When you release your second digital product, offer it as an "upsell" to people who are in the process of buying your first product. If you do it right, a surprising number of them will take this additional sale, and it becomes "found money" to your business and your profit.

Outline Your Digital Product

Here's a formula for creating an outline for your digital product. Start with the things that people are already searching for. This way, you can tell anyone who is searching for solutions that your product has them. Next, put these in the order that someone should learn them. Finally, add in all the other elements that you know they need to learn (that they're not even thinking about), including your stories and formulas for getting results.

What are people searching for online, specifically?

Make a list of the words and terms that people are searching for online. Get a list of at least 5-10 top search terms that people are using to search for the results they want. This creates a product outline that literally "sells itself" (because it's based on what people are already searching for!).

What order would be best to teach these solutions in?

If you were just making your product based on these search words and phrases, what order would you teach them in, to make your product easy to understand?

What else does someone need to learn, that they may not even know to ask for?

Finally, what other things does someone need to learn in order to get great results in their area of life or business? This is where you teach all of the special things that only you know (this will probably be most of your product).

A Product That Sells Itself

I often say “sell them what they want, then teach them what they need to learn.”

When you use this formula to create an outline for a product, you design it so that it hits on the “emotional hot buttons” of people who are most likely to buy your product from you.

It’s a simple, powerful way to make sure that you’re creating something that will “sell itself” - and be easy to create marketing for when the time comes. If you do this correctly, your marketing becomes easy.

Keep this formula handy, and

use it to design each of your

future digital products.

