



MODULE 3

How to Create Hot Selling Online Courses, Products, & Programs to Get New Clients and Earn Passive Income

with Jennifer Henczel



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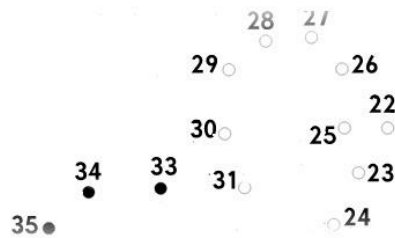
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Module 3: The Short and Sweet Product Launch

It's easy to become overwhelmed with setting up a sales funnel, but don't make the mistake of setting it up all at once. Plan it - yes! But realize that your plan at this stage will most likely end up being more of a guideline than a connect-the-dots, rigid roadmap.



To ensure that your products and packages are absolutely right for your audience, you need feedback and interaction almost immediately. And the best way to generate this (and prevent paralyzing over-preparation) is to just go ahead and launch a product.

As Yoda said in "Star Wars", "Do. Or do not. There is no try."

Step One: Planning Your First Incentive - For Real

If you've read the first two modules and done the exercises, you've already done a good chunk of this! You have already...

- Come up with a title for yourself
- Created a "signature" product idea
- Created a sign-up incentive to access the "leader" for that product

For example...

- **A single "big" question** (as long as it taps into your ideal client's biggest need)
- **A series of three or four short questions** - choose something that will help your client learn about herself: Something she can **use instantly**
- **A short survey** - People will often answer anything... as long as **there's the promise of a valuable result** for doing so

You can create this incentive really quickly - there's hardly any work to it, once you've dreamed up the concept. And if you're creating a Survey, I recommend

[Constant Contact's Survey Tool](#), because if you're planning to be a coach and charge good prices, it's time to take out a paid subscription. Not only is it inexpensive at less than thirty dollars a month, you can actually collect email addresses and specific data about your respondents with an upgraded plan).

Now take that one step further and start thinking about your customer. What is she going to want, once she's answered your questions and been wowed out of her socks by what that gave her in terms of something she could use (or a deep insight into herself)?

She's going to want more. So make sure that you have more to offer!

Step Two: Planning Your First Paid Product

The first rule of getting out a product: Just do it! Don't stop to think. Grab a pen and paper (or open a Mind Map or Notepad) and brainstorm six ideas for a quick-and-easy product - one that will require a minimum of investment on your part.

Your first **paid product** could be...

- **An in-depth analysis** of the free quiz your new subscriber filled out

26. You easily see the general principle behind specific occurrences

YES NO

27. You frequently and easily express your feelings and emotions

YES NO

28. You find it difficult to speak loudly

YES NO

29. You get bored if you have to read theoretical books

YES NO

30. You tend to sympathize with other people

YES NO

(You give them a summary analysis, and **offer a paid, "in depth" one for a small fee.**)

- **A mini course or report** telling them how to get started in your mutual field
- **A worksheet** (or set of worksheets) that will help them through something they find confusing to a clear and useful result
- **A template** to help them perform a necessary task better - so they have more time and inclination to pursue coaching in the "bigger picture"

Here's the big secret: If you've already got your "question" down and created your incentive, the five or six ideas for a quick paid product should flow easily. Then it is simply a question of choosing the best one.

How to Eliminate Paid Product Ideas when All are Equally Strong

The best way is to zero in on:

- The **length of time** it will take to produce each product idea
- The **complexity** of producing each idea
- The **cost** of producing each idea

Once you've taken a good, hard look at these factors for each product idea, you will most likely find yourself saying things like: "Too expensive! That's for down the road..." or "Great product, but it would make a better eBook and second product..."

What you will be left with is usually the best idea for a quick, alluring product. Think of your first paid product as a step up from the sample of your skills you provided with your sign up incentive and its accompanying engagement strategy (e.g. your question or questions).

Instead of being a single truffle, you're handing your customer a deluxe cake pop. And if she loves that too, she'll be bound to buy your deluxe Montmorency Torte for her next big party.



(In marketing terms, she'll be ready for your paid Membership site, paid Webinar series, Master Class or eBook.)

Step Three: Sustaining Customer/Client Interest “In Between”

But you can't expect your subscriber to sit around while you create your third paid product or membership site. Instead, take one or both of the following actions:

- 1. Create your one-on-one coaching packages**

This means planning a structure, duration, contract and a format. Then post your packages on your website - use “Buy” buttons and give each package a definite identity. Start with smaller blocks of time and/or smaller numbers of sessions in each package as you familiarize yourself with your clientele and their typical needs.

- 2. Create a series of engaging, helpful follow-up emails**

The easiest way to keep a conversation going after initial sign up or initial purchase is to offer a free mini-course. These are almost no-brainers to write, because they deal only with one single question or topic per email, allowing you to give a complete answer in a handful of paragraphs.

But do make sure each tip is of the highest value!

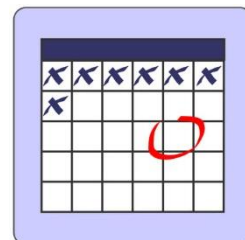
Create social presences (and a dedicated Facebook Group) too and keep engaging with subscribers there.

Make membership in your Facebook Group exclusive to subscribers - but also create a Facebook Page to boost your SEO and build a community by interacting with those who respond to your posts.

Step Four: Ready, Set, Go

Even before you create your product, make a timeline to ensure it transforms from sitting on your shelf to being out there where people can buy it.

Use a calendar and a checklist - and if there is any step you can't do yourself (or think you can't do), then hire a freelancer who specializes in that area to do it for you.



Here are the steps you need to take:

1. Get your graphics and content created

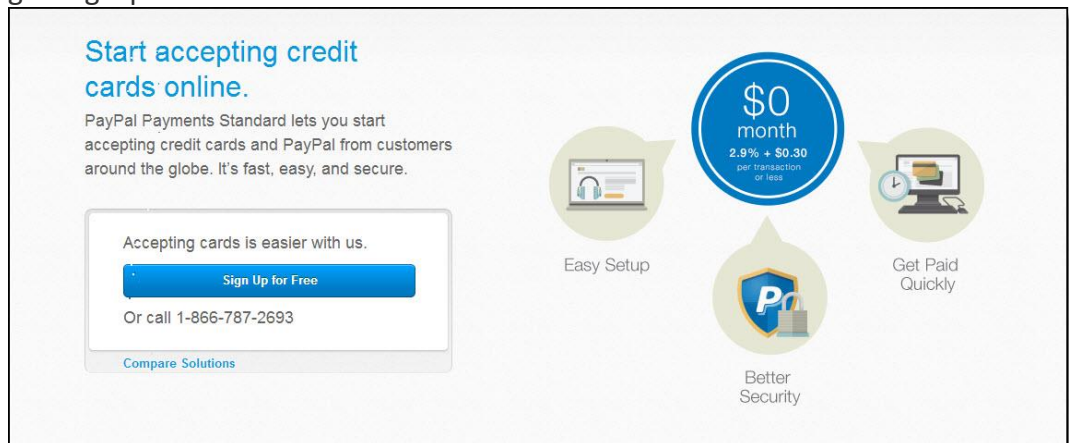
That includes “Buy” buttons, sales and landing page graphics, sales and landing page headers, profile photos and product photos, as well as web copy (and HTML, if you are not using WordPress).

2. Start creating a buzz

Drop hints and teasers on your blog; on Facebook; on Twitter. Ask others to share these posts - particularly if you are asking a question to conclude them.

3. Choose your Payment Processing method

A simple [PayPal](#) button will do - particularly if you are promoting it is a “quick” informal product. But if you want to be taken seriously as a coach, make sure you accept other methods of payment (e.g. credit cards, mobile payments) too. But for now, we’re focusing on just getting a product out.



The image is a promotional graphic for PayPal Payments Standard. On the left, it says "Start accepting credit cards online." and "PayPal Payments Standard lets you start accepting credit cards and PayPal from customers around the globe. It's fast, easy, and secure." Below this is a box with the text "Accepting cards is easier with us." and a blue "Sign Up for Free" button. Underneath the button, it says "Or call 1-866-787-2693" and a link for "Compare Solutions". On the right side, there are four circular icons with callouts: "Easy Setup" (with a laptop icon), "Get Paid Quickly" (with a clock and laptop icon), "Better Security" (with a shield and padlock icon), and a central blue circle containing "\$0 month" and "2.9% + \$0.30 per transaction or less".

Note also that you can also make regular **mass payments** when you start accepting credit cards through PayPal.

This means you can automatically **pay affiliates** - and we’re going to talk about those in the next section!

4. Choose your Shopping Cart



(That is, assuming you need one. If you're simply offering telephone or Skype consultations, all you need is to collect the payment and schedule your client in.)

Choose one that is easy to set up quickly and integrates well with other services you plan to offer. Two of the best are [1ShoppingCart](#) and [Volusion](#), which offers plans for as little as fifteen dollars per month.

(Use the Free Trial period to make income. And do hire a VA experienced in shopping cart set up, if you find this step overwhelming.)

5. Set Your Pricing

This is a crucial step, but it shouldn't be a source of overwhelm if you remember this simple formula.

- Decide what you need to charge for your highest coaching package - even if you haven't got near to creating it yet. Factor in future **expenses** such as traveling, hosting workshops and conferences, training material costs, advertising, staff, et cetera.

Take a look at what other similar coaches are making; adjust this by your **experience, visibility** and **credentials** compared to theirs; and also factor in **what the market will bear**.

TIP: Setting an Hourly Rate for your services in your own mind - even if you never plan to actually charge by the hour - will help you keep your prices balanced whenever you set up a new product, program or package.

- When you've decided on a rough ballpark price for your highest coaching program or package, make sure any lesser

products are proportionate in value.

(Even if you are trying to become known, you don't want to charge \$5.00 for a fifteen-minute brainstorming session if you ultimately plan to charge \$6,997.00 for your "Great Big One-on-One Power Program".)

- Make sure that what you are charging is a fair amount compared to what is being delivered.

In other words, don't charge \$19.99 for an hour -long brainstorming session: Instead, offer a deal of \$19.99 to brainstorm ONE single question (and set a maximum limit of 15 minutes).

It is better to offer "wow-your-socks-off" value for five minutes than give a huge discount on an hour's worth of service. And if you do give a low "introductory" price or huge discount, make sure you stress that this is a limited-time, never-to-be-repeated offer. (Make the lowered price a reward for early adopters who take action.)

Finally, don't set your prices so low that you'll attract floods of clients who won't be able to afford your regular rates.

6. Advertise

Set a budget and simple strategy for advertising (e.g. "Facebook boosted posts or Pages only"). Even if you do nothing else, advertise for the first few days of your launch - and boost your best Facebook posts.

7. Set up Affiliate Resources and Incentives

If this step overwhelms you right now, don't do it (or hire an affiliate manager) - but there's no time like the present; and you can mass pay affiliates through PayPal. Make sure you include an affiliate sign up link - even if, right now, you plan to manage your program yourself. Get people spreading the word - with enthusiasm - from the word "go".

8. Go!

Set everything up according to your Launch Timeline and just get that product out!

Other Potentially Quick Product Creation Ideas

These alternate ideas for product creation can serve either as a quick paid product or a more expensive upgrade - depending on exactly what you put into them.

- In-person workshop
- A mini brainstorming session
- A website analysis
- A personal “plan”
- A podcast
- A basic training package on how to accomplish one important thing
- A video revealing a genuine “secret” your client can immediately use
- A webinar or interview with a leader in your field
- Simple but incredibly useful App
- Kindle eBook

Don't call your mini brainstorming sessions “free consultations”: That term has become synonymous with “I'm going to go into a hard sell at the end of this free consultation and force you to buy”.



If you do choose to “sell” at the end of a call, that's where it's absolutely crucial *not* to have attracted those who can't afford your higher-priced offerings by making the cost of your “Mini Brainstorming Session” (or whatever your incentive was) too low. With the best will in the world, this potential client won't be able to say “yes” - even if he wants to. He will feel mortified and as disappointed as a child - and you'll be out half an hour of

your time.

(And if you have booked seventeen of these respondents for the twenty spots you were offering, it's a disaster for you!)

If you do decide to risk attracting this demographic, maximize sales and goodwill by making sure you have an **alternate, lower-cost offering available** for them if they have to say “no” to your coaching package or program: For example, inexpensive Ground Floor membership in your forum at the “Bronze” level: Or a short workbook that will help them progress from the result achieved in your call.)

If you are used to writing or have a lot of material you can re-purpose (giving your pre-created material a new, fresh twist) a Kindle eBook can be the easiest product in the world to create - and it doesn't have to be 397 pages. In fact, the less time you take to share information, the more your clients will thank you - if it's genuinely eye-opening or helpful.

Plus Kindle books can add gravitas and authority to your coaching status (“Kathy Kurvey, The Shyness Doctor, author of “Shyness Busting in 6 Easy Steps”) - as well as provide you with automatic reviews and affiliate payment handling! Only you will know what type of first product will work best for you, however: But get it created quickly - and get it out there.

Just do it!