

Product Planning Worksheet

It's easy to get so excited over the new idea that you forget important pieces of creating and marketing your new product. This worksheet will help you with the planning part.

Product Name: _____

Tentative Launch Date: _____

Audience

Who, specifically, does this product target? _____

Are they your true audience? Y / N

At what stage of the sales funnel are they?

- Awareness
- Interest
- Evaluation
- Engagement
- Ready to purchase / have previously purchased from me

Can people in other stages of the sales funnel benefit from this information? If so, which stage(s)? _____

Product Overview

What problem will this product solve for your buyers?

What key points will it make?

What components will it have (ebook, audio, video, etc.)?

Outline Your Content

Lay out the details of each product component by creating outlines for each piece.

Ebook / Course Title:

Lesson 1

- Point 1
- Point 2
- Point 3
- Action step

Lesson 2

- Point 1
- Point 2
- Point 3
- Action step

Lesson 3

- Point 1
- Point 2
- Point 3
- Action step

Action Sheets:

Fill-in-the-blank worksheets to help ebook readers take action (review ebook to gain insight into what needs to go into the workbook)

Checklists:

An at-a-glance checklist for each lesson so students don't forget any important steps along the way.

Course Videos:

_____	_____
_____	_____
_____	_____

Transcripts:

Once the videos have been created, I need to send a copy to the transcriber so he/she can create transcripts and/or key point notes from them.

Graphics Needed:

_____	_____
_____	_____
_____	_____
_____	_____

...and so forth.

Bonus Material

What can you add from your existing content to boost the perceived value of this product? Tips sheet, case study, images, opt-in / sales copy, etc.

_____	_____
_____	_____
_____	_____

Upsell

How can you make this product even more valuable to your audience? Do you have complimentary products you can upsell to buyers of this new product?

Can you bundle some old/new video content, written tutorials, worksheets or checklists? Can you create private groups for customers only? Could you offer group or one-on-one coaching sessions? The possibilities for upsells are endless.

_____	_____
_____	_____
_____	_____