

Write Your Passive Income Product Template

*Action Plan & Get it
Done Guide*

Step 1: Choose Your Topic

Get it Done Step #1: Answer the 9 Questions that Can Help You Read Your Prospects' Minds.

Here's an exercise to help you hone in on a hot topic for your passive income product. It's a trick copywriters use to help get the wheels of inspiration turning.

Exercise: Grab a pack of index cards, clear some space on your desk/the floor/wherever, and jot down as many answers as you can think of to the following questions:

1) What problems are my clients/prospects experiencing now? (get specific! one per card. ie. not "losing weight" but maybe "fitting into their clothes", "feeling comfortable in own skin", "looking good in a swimsuit", "being able to chase kids around" etc.) You might make a list of generic problems - ie. weight loss - and then note how that problem affects them in their everyday lives - sometimes in ways they're not even aware of. (If you don't yet have any index cards, you can start jotting your thoughts below.)

2) What goals do my clients/prospects have? (again, specific - ie. "fit into little black dress by start of Christmas season", "make \$5,000 per month by end of quarter") If you don't know - ask them. (If you don't yet have any index cards, you can start jotting your thoughts below.)

3) Dig deeper - what do they want in their deepest, darkest dreams - something they're afraid to admit even to themselves? (ie. to become the next Tony Robbins, to ...) (If you don't yet have any index cards, you can start jotting your thoughts below.)

4) How have I achieved success for myself or my clients in a way that makes me a good teacher for my clients? Ie. relationship coach - just celebrated 10th year in marriage. Someone like me, the fact that I have consistently attracted 1000s of leads and filled 40+ private consults at a time with my written marketing docs and by choosing an irresistible marketing message. Get specific about accomplishments - now isn't the time to be shy! List as many as you can think of, big or small. Maybe it's simply that you pushed through your fear to start your business while still employed full-time and now you've been able to quit your day job and want to help other people quit their JOBS and build their own business. You don't have to be a millionaire to inspire others. Just the fact that you're living life on your own terms now, if that's something they desire to do, is good. Remember the old saying: To every third grader, a fourth grader is a god. Which means that your accomplishments, some of which may feel small to you, may be HUGE to someone else. So think back to where you were when you first started your journey, think about what you wished for, and then think about what you've accomplished, big or small, and write each and every one down.

Examples:

a) I am now able to provide financial support for myself and my family completely on my own.

b) I am free to work on my terms, when it works for myself and my family. I can take time off if needed, if my daughter is sick or we have other needs, without having to ask a boss for permission. I see friends and family of mine talking about how much they struggle to balance work and life and while I feel horrible for them, it makes me more grateful for my situation. One friend couldn't change her hours to allow her to be home once her daughter got home from school, so she had to leave her 9-year-old home alone for an hour until she could get there. It all worked out in the end, but she hated having

her daughter home alone at that age. My own sister was told by her boss last year that if she missed another day of work due to illness that she would lose her job. She's a single mother of two young boys, and anyone with young kids knows how easily they pick up colds and flus and whatnot, so if one became too sick to go to school she would be up you-know-what creek without a paddle. Thankfully, everyone stayed healthy and she kept her job, but the stress really wore her out.

c) I am in complete control of my situation - finances, time, etc. Which is both terrifying and exhilarating.

(If you don't yet have any index cards, you can start jotting your thoughts below.)

5) What are my clients/prospects afraid of? (ie. losing home, having their business fail, having to go back to corporate America, divorce, etc.)

(If you don't yet have any index cards, you can start jotting your thoughts below.)

6) What makes them mad or irritated? (ie. sky-high prices your competitors charge, bad service, long wait periods, etc.)

(If you don't yet have any index cards, you can start jotting your thoughts below.)

7) What are the reasons why people might NOT buy my product/program/service? What hidden objections might they have? (example: for a hypnotherapist I worked with recently, we uncovered that many of her prospects for smoking cessation hypnotherapy had already tried everything: medications, the patch, quitting cold turkey, doctors, therapists, etc., and were thinking that nothing would work. We had to help them see why hypnotherapy is different and *why* it works when other methods fail.)

(If you don't yet have any index cards, you can start jotting your thoughts below.)

8) What are the benefits of using my product/program/service? (ie. fast delivery, instant access, ready-to-use blueprints (save time, headaches), don't struggle through it alone, get feedback, get support, gain confidence, etc.)

(If you don't yet have any index cards, you can start jotting your thoughts below.)

9) What are the transformations that my product/program/service provides? (ie. become a master golfer, stop divorce, meet your soulmate)

(If you don't yet have any index cards, you can start jotting your thoughts below.)

Get it Done Step #2: Choose ONE problem or goal

Using your notes from the above step, choose the ONE challenge your clients most want to solve or the ONE goal they most want to achieve.

The problem might be that they know they're working too hard but don't know how to hire the right assistant without wasting their limited time or money.

The goal might be landing their next promotion in 6 months or less or mastering a foreign language in just 30 minutes/week. Or perhaps creating a plan to pay off soul-squeezing debt within 2-5 years.

The reason you want to laser-focus on ONE topic is that it feels more achievable to people, and will therefore be more appealing.

Think about it: would you be more enticed to purchase a product showing you how to build a complicated, 20-step online business that will take you 6 months of slow progress before you can start earning money or a product revealing how to set up a simple, 1-page e-commerce website that can start earning you income in 24 hours?

Give them a shortcut to achieving ONE goal or getting rid of ONE problem and you'll have a winner on your hands.

(By the way, this is also how you can use this product as a way to generate passive income AND help transition folks into your high-end products, programs, and services. Because when you use this product to solve ONE challenge that folks have before they come to work with you, you can sell this entry-level product anywhere from \$10-\$500, depending on the topic, but typically your price point will range from \$10-\$100. From there, once they've mastered this one step, they will likely have additional challenges that you can help them with. For example, a weight loss coach can write an ebook helping people create a 30-day meal plan, but from there readers might discover they need help staying on track, or they need help designing an exercise plan, or whatever else you might offer. Point being that you can offer them additional products and services (including your high-end programs) to your heart's content. Not all of them will buy, but you will be more likely to fill some spots to folks who've already bought from you - and received value - than trying to sell a \$1000 product or \$5000 coaching to a stranger visiting your website for the first time.)

What ONE problem or ONE goal will you address in this product?

Get it Done Step 3: Make a Decision!

What's your topic? Write it here:

Step 2: Outline Your Main Points

Get it Done Step #1: Determine the 3-7 steps people would need to take in order to reach the promised solution.

Take out a piece of paper and jot down any main steps people would need to take to reach the solution promised in your product.

Example:

In one of my free reports, called **5 Ways to Turn Website Visitors Into Clients: Insider Secrets for Using Your Website to Build Your Newsletter List, Attract Paying Clients, and Grow Your Business**, here are the 5 steps I covered:

Step #1: Know What You Want Website Visitors to Do

Step #2: Make Them An Offer They Can't Refuse

Step #3: Show Them Why They Should Work With You

Step #4: Make a Connection With Your Ideal Clients

Step #5: Follow a Proven, Fill-in-the-Blanks System for Creating Compelling Website Copy that Converts More Visitors into Leads and Clients

Write your main points here:

Step 1: _____

Step 2: _____

Step 3: _____

Step 4: _____

Step 5: _____

Step 3: Flesh Out Your Main Points

Once you have your main points, you want to flesh them out in a way that provides actionable value without overwhelming your readers. Because while I know you want to overdeliver, there are other ways to do that without overwhelming your people (ie. by offering helpful bonuses), which can make them feel like they'll never achieve the desired solution.

Here's a formula that will allow you to quickly fill in the blanks; you just answer each question for each of your main points, and voila! You've got your main body done.

Here are the questions you want to answer:

- 1) What is the obstacle being overcome in this step?**
- 2) Why is overcoming this obstacle important to their overall success?**

3) What are 2-3 tips I can provide re: this obstacle to give readers immediate support?

4) Once they overcome this obstacle, what is possible for them?

Here's an example from a recent training I provided:

Bullet Point #3: Educate & Inspire

1) What is the obstacle being overcome in this step? When putting together free gifts, there's a fine line between giving valuable information and giving away the farm.

2) Why is overcoming this obstacle important to their overall success? When you give too much, you not only run the risk of shutting out the clients' need to hire someone like you but, there's another risk you may not be thinking of. I used to think that trying to cram everything I knew about a subject into a free offer would show people that I really knew my stuff, and it was also partly my giving nature, but I found out later that too much info actually made the prospects feel overwhelmed. It's actually better to keep things in bite-sized chunks.

3) What are 1-2 tips I can provide re: this obstacle to give readers immediate support? What you want to do is focus on one specific challenge/solution, give 3-5 tidbits of helpful information, and then guide readers to a specific product/service for more help on that matter. This is also how you strategically position your freebie as a natural transition to your paid products/services. People get a taste of what you can do and are able to see that you know what you're talking about without feeling like they don't need your help to move forward.

4) Once they overcome this obstacle, what is possible for them? Once I structured my freebies in this way, leading readers to a specific solution, I started noticing more and more of my new subscribers were actually converting into paying clients. You can experience the same results in your business.

Answer each question for each of your main points. Write your answers here:

Main Point #1: _____

1) What is the obstacle being overcome in this step? _____

2) Why is overcoming this obstacle important to their overall success? _____

3) What are 2-3 tips I can provide re: this obstacle to give readers immediate support?

4) Once they overcome this obstacle, what is possible for them? _____

Main Point #2: _____

1) What is the obstacle being overcome in this step? _____

2) Why is overcoming this obstacle important to their overall success? _____

3) What are 2-3 tips I can provide re: this obstacle to give readers immediate support?

4) Once they overcome this obstacle, what is possible for them? _____

Main Point #3: _____

1) What is the obstacle being overcome in this step? _____

2) Why is overcoming this obstacle important to their overall success? _____

3) What are 2-3 tips I can provide re: this obstacle to give readers immediate support?

4) Once they overcome this obstacle, what is possible for them? _____

Main Point #4: _____

1) What is the obstacle being overcome in this step? _____

2) Why is overcoming this obstacle important to their overall success? _____

3) What are 2-3 tips I can provide re: this obstacle to give readers immediate support?

4) Once they overcome this obstacle, what is possible for them? _____

Main Point #5: _____

1) What is the obstacle being overcome in this step? _____

2) Why is overcoming this obstacle important to their overall success? _____

3) What are 2-3 tips I can provide re: this obstacle to give readers immediate support?

4) Once they overcome this obstacle, what is possible for them? _____

Step 4: Give Each Module an Irresistible Title

Once you have your main points all fleshed out, you can give each one a juicy title to entice your ideal clients to buy your product. The key is to position each bullet point in benefit format, so readers can immediately see what's in it for them.

For each main point, ask yourself, "What is one big benefit that can come from implementing this step?"

For example, taken from my Get Clients Online bootcamp:

Step #1: Plan for Profits

Main benefit: Gain the clarity that makes it easy to reach your revenue goals.

Step #2: Turn Your Website into a List-Building Superstar (Grow Your List)

Main benefit: Discover how to draft a compelling free giveaway that inspires website visitors to join your mailing list, which is the first step to them becoming paying clients.

Step #3: Tap into Your Inner ATM

Main benefit: Learn how to quickly convert the knowledge you already have within you into streams of income.

Step #4: Send Profitable Emails

Main benefit: Master email marketing techniques to help you follow-up with ease and keep paying customers coming back time and time again.

Step #5: Create Biz-Boosting Buzz

Main benefit: Flood your website (and sales funnel) with eager-to-buy customers.

Your turn: Create your juicy titles below!

Step #1: _____

Main benefit: _____

Step #2: _____

Main benefit: _____

Step #3: _____

Main benefit: _____

Step #4: _____

Main benefit: _____

Step #5: _____

Main benefit: _____

Step 5: Add "Irresistibility" Components

Last but not least, let's talk about 12 ways to make your passive income product even more irresistible to your ideal clients. It's all about adding tools and resources to ease their path. People love a shortcut, so think of ways you can help them shortcut their journey.

Here are 12 examples of things you can add to your passive income product to make it even more enticing:

1. PowerPoint presentations (either that they can use for their own purposes or to help lay out the instructions in a different format)
2. Samples to help them see what you're talking about
3. Questionnaires to help them brainstorm answers to their challenges
4. Checklists to help them see what they need to do at a glance
5. Cheat sheets to give them an insider's advantage (ie. headline formulas)
6. Assignments telling them exactly what to do and when

7. Resource toolkit pointing them toward helpful resources
8. Quick-start guides telling them how to reach a goal quickly
9. 30-day guides giving them a daily or weekly action to take to reach a particular goal
10. Action plans mapping out how they can reach a specific goal
11. Templates that they can fill in
12. Step-by-step instructions (as in, step 1: do this, step 2: do that)

Which will you add to your passive income product arsenal?

Step 6: Write Your Product Title

Get it Done Step #1: Focus on the Transformation

What is the end result potential clients can expect after purchasing your product? Will they walk away with 5 ideas to create a stronger plot for their novel? Will they be able to identify their dream job? Jot down your ideas here:

Get it Done Step #2: Get Specific

Laser in your topic to make sure it's as specific as possible. (Ie. 5 Website Mistakes that Cost Most Businesses \$1000s in Lost Profits Each Year, 7 Ways to Lose 5 Pounds Next Week) Cut the vague and give your title some teeth! Brainstorm your thoughts and write the winners here:

Get it Done Step #3: Choose a Title and Stick with it!

Okay, time to settle on a title for your product! (Don't worry if you suffer from perfection paralysis, as I often do - this title isn't set in stone and can always be changed later if you find it's not working as well as you'd like or you come up with a better idea.)

What's the title of your product?

Questions/Notes

Please use this section to record any questions, a-ha's or notes for yourself.
