

# Julie's Success Circle Membership Group

## Homework

### April 2017 – Digital Products

In the training videos, you will learn why digital products are so important for increasing your revenue. Use the worksheet below to help map out your digital product ideas.

1. List out 10 digital product ideas based on market research you've done in Facebook groups of your niche, your industry you're in now or have had experience in, any hobbies you've been interested in in the past, etc. Remember, it doesn't have to be related to the niche you're in now. You want to start to make money FAST.

2. Based on the list above, what top 2 ideas can you do quickly?

3. What type of digital product could you do for each of the two selections above? Video, ebook, zip file of graphic images, etc.

4. Out of the two listed, which one idea can be completed the fastest?

5. Set a deadline for the completion of a digital product for your main idea. Be realistic but don't do too far in advance that you get sidetracked or lose your nerve.

I promise myself I will have my digital product completed on \_\_\_\_\_

6. Based on the above deadline, write out mini deadlines for the following pieces to your digital product. (HINT, WORK BACKWARDS ON THIS LIST)
- Deadline for purchasing supplies if needed.
  - Video, graphics or ebook outline completed
  - Set mini deadlines for each chapter in ebook if needed
  - Deadline for having 2-3 friends and family proofing the ebook or digital product and giving you feedback.
  - Deadline for having the sales page copy written and buy now button working (can do this while friends and family proof).
  - Deadline for giving your digital product away for free to 5 people in exchange for answering a questionnaire in order to compile testimonials.
  - Deadline for having the download page (product the customer actually gets to keep) completed.
  - Deadline for setting the price of the product.
  - Deadline for going live and launching the product at discounted rate.
  - Deadline for marketing the product to your list and social media at the discounted rate.
  - Deadline for the product to be for sale at the regular selling price.
7. Email your list of your new product:
- 2 weeks before your launch date email list and post on social media explaining what you're doing and how much fun you're having and how you can't wait to tell them about it. (do not list that it's for sale)
  - 1 week before your launch date give another tidbit to email list and social media building hipe around your product. (do not list that it's for sale)
  - The day of your launch email your list letting them know they have a limited time, special rate because they are on your list and give them the link to purchase your product.
  - 2 days after your launch let your list know that time is running out to purchase at the discount
  - 1 day before the discount ends, email list letting them know deadline is tomorrow.
  - Now you can do the same thing on your social media, giving them a special discount rate for 48 hours

**Notes/Comments**