



CashflowKickstarter

E L I T E

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PRODUCT CREATION ROADMAP

- Creating your own product is where the magic really begins.
- Until you've got your own product/service, you're perceived as a novice.
- Once you get a product of your own to sell, even if you just GIVE IT AWAY most times, it's still perceived as valuable and it often will impress your customers.

TWO TYPES OF PRODUCTS

- Transient vs. Perpetual
- Transient – Short term products that are informational and teach people strategies that often expire (Facebook, Google, etc...)
- Perpetual – Teaches long-term timeless principles (leadership, personal development, etc...)

TRANSIENT PRODUCTS

- First, list 3 specific areas of marketing you have actively engaged in and/or done work in?

- _____
- _____
- _____

TRANSIENT PRODUCTS

- Of those 3 areas, which 1 of the 3 has yielded you the most success? (Either got new customers, leads, or deepest levels of “potential client engagement?”)

- _____

TRANSIENT PRODUCTS

- If someone was able to achieve the EXACT same results you have had in your most glorious moment, describe what those top three results would be?

- _____
- _____
- _____

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- _____
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TRANSIENT PRODUCTS

- If you can't come up with anything yet, do not be discouraged.
- In addition to getting people STARTED creating their own products, it's also helpful to get newbies in the mindset of "noticing" their successes to create products in the future.

TRANSIENT PRODUCTS

- Write down 3 of your most “shining moments of glory” so far in your business? And “scan” your experience for how those results got you further down the path of success even more.

- _____
- _____
- _____

TRANSIENT PRODUCTS

- Based on that shining moment, create the title for your product

- _____
- _____
- _____

TRANSIENT PRODUCTS

- What will Module #1 cover?

- _____
- _____
- _____

TRANSIENT PRODUCTS

- What will Module #2 cover?

- _____
- _____
- _____

TRANSIENT PRODUCTS

- What will Module #3 cover?

- _____
- _____
- _____

TRANSIENT PRODUCTS

- What are some bonuses you can offer?

- _____
- _____
- _____

TRANSIENT PRODUCTS

- Create a webinar or zoom meeting (Go To Webinar or Zoom.us) and begin marketing the heck out of it.
- Blast it to Facebook and to your email list.
- Show them EXACTLY what they'll learn.

TRANSIENT PRODUCTS

- Then, actually HOST the webinar.
- 15 minutes of teaching and sharing the results you created.
- 15 minutes DETAILING THE OFFER... what do they get?
- Share the amount of dollars spent learning and advertising to gain this expertise (BEFORE YOU REVEAL THE PRICE). Then give a firm deadline to this special one-time price.

TRANSIENT PRODUCTS

- Limit the amount of people you will take (3 people, 10 people, etc...) and spend the last 30 minutes answering specific questions and telling them EXACTLY how to order.
- In between questions, always explain how to order. 70 minutes TOPS... no longer.

TRANSIENT PRODUCTS

- Blast the webinar recording to your email list and out to your Facebook audience again. Noting that 2 out of 5 spots are taken, but the offer remains for 3 more days.
- Stress the importance of TODAY.

TRANSIENT PRODUCTS

- Collect the money. Deliver your modules as you promised over the next 2 weeks, schedule your coaching session within 30days.

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TRANSIENT PRODUCTS

- To scale from \$47 or \$97 to \$997?
- Increase modules to 5-10
- More personal coaching (4x sessions)
- Host 2-day “fly-in” at your home or a hotel for \$1,000 → offer 3 time slots and just see what happens.

AVOID THE COSTLY MISTAKES

- Mistake #1 – “I haven’t made enough money yet to justify selling a product so I will wait until I make more money to do this.”

AVOID THE COSTLY MISTAKES

- Mistake #2 – “My actual results are pretty low-key. I only generate like 10 leads a week to my blog.”

AVOID THE COSTLY MISTAKES

- Mistake #3 – “Oh I’ve got a great idea... I sure hope one of the gurus will JV with me on this. I’m going to network with *insert name of guru here* at the next live event and THEN I WILL CREATE THIS.”

AVOID THE COSTLY MISTAKES

- Mistake #4 - Unrecognized anti-prosperity issues of actually receiving money creep up and say, "Oh I just want to give VALUE to people and then the money will come."

AVOID THE COSTLY MISTAKES

- Mistake #5 – Hide behind the “I’m a technophobe” excuse and say, “Well I don’t have a clue about how to record a video, or put it up on my “buy button” or whatever.”

AVOID THE COSTLY MISTAKES

- Mistake #6 - "I don't have a list. Who would I sell to?"

AVOID THE COSTLY MISTAKES

- Mistake #7 - "I don't have time to do this, it sure sounds like a lot of work."

AVOID THE COSTLY MISTAKES

- Mistake #8 – “Other people already have products on this and they’re way better than I am. How can I charge \$197 for this when XYZ GURU has it for \$297?”

AVOID THE COSTLY MISTAKES

- Mistake # 9 - "I'm not ready for this yet."

AVOID THE COSTLY MISTAKES

- Mistake # 10 - "I only know a couple of tricks and strategies, and they are pretty easy and take very little time, so I don't have enough information to even fill up 2 hours of training. I mean honestly, I could teach this in about 20 mins total."

GURUFUNNELS

- A product that is timeless and only requires a few updates every 6-12 months. It simply shifts with updated software.

CREATING PERPETUAL PRODUCTS

- NEVER set up the entire thing start to finish and then launch.
- Launch FIRST, then decide if the market wants what you're selling.
- Set up an initial capture page and spend \$50-\$100 on ads to see what the level of interest is. If good, then go with it.

CREATING PERPETUAL PRODUCTS

- Review module 1 of this training.
- Create approximately 5 modules, all of which should contain 30-60 minutes worth of content. More if possible.
- The more info in a perpetual product, the higher perceived value (as long as it's actionable).

CREATING PERPETUAL PRODUCTS

- Focus the entirety of your content on education, and then build in a final BONUS video that essentially sells the person on doing further business with you (high-ticket items, other products, etc...)
- Get them to at least be curious about doing business long term with you in a high-ticket capacity.

18 SECRETS TO LIFE-CHANGING COURSES

- #1 - Speed

18 SECRETS TO LIFE-CHANGING COURSES

- #2 – Speak ONLY to their future self

18 SECRETS TO LIFE-CHANGING COURSES

- #3 – Give attention to their past self... carefully...

18 SECRETS TO LIFE-CHANGING COURSES

- #4 – Create small, easy-to-hit targets that can be measured

18 SECRETS TO LIFE-CHANGING COURSES

- #5 – Condense knowledge as tightly as possible

18 SECRETS TO LIFE-CHANGING COURSES

- #6 – Appeal to the “touch learner” always

18 SECRETS TO LIFE-CHANGING COURSES

- #7 – Appeal to the “picture learner” always

18 SECRETS TO LIFE-CHANGING COURSES

- #8 – Appeal to the “logic learner” always

18 SECRETS TO LIFE-CHANGING COURSES

- #9 – Appeal to the “moral learner” always

18 SECRETS TO LIFE-CHANGING COURSES

- #10 – Appeal to their desire for MASTERY, not “this is so easy.”

18 SECRETS TO LIFE-CHANGING COURSES

- #11 – Appeal to their sense of destiny/purpose

18 SECRETS TO LIFE-CHANGING COURSES

- #12 – STORY, STORY, STORY

18 SECRETS TO LIFE-CHANGING COURSES

- #13 – Emotionally vaccinate them from quitting

18 SECRETS TO LIFE-CHANGING COURSES

- #14 – Create high-value, low-cost competition with students

18 SECRETS TO LIFE-CHANGING COURSES

- #15 – Put them into “peak state” as often as possible (ask them to imagine XYZ... then get back to real world quickly)

18 SECRETS TO LIFE-CHANGING COURSES

- #16 – Tell them what you’re about to tell them, then tell them... then tell them what you’ve told them.

18 SECRETS TO LIFE-CHANGING COURSES

- #17 – But... WHY?!?

18 SECRETS TO LIFE-CHANGING COURSES

- #18 – Stay fun... Make jokes... Be entertaining.