

# My Epic Product Packet

## WELCOME

This session is designed to help you think through all your offerings, to develop a purposeful product lineup, and to show you how to ensure you're spending time on creations that move your brand forward and help you meet audacious income goals.

Hi, I'm Regina. And I love you bunches.

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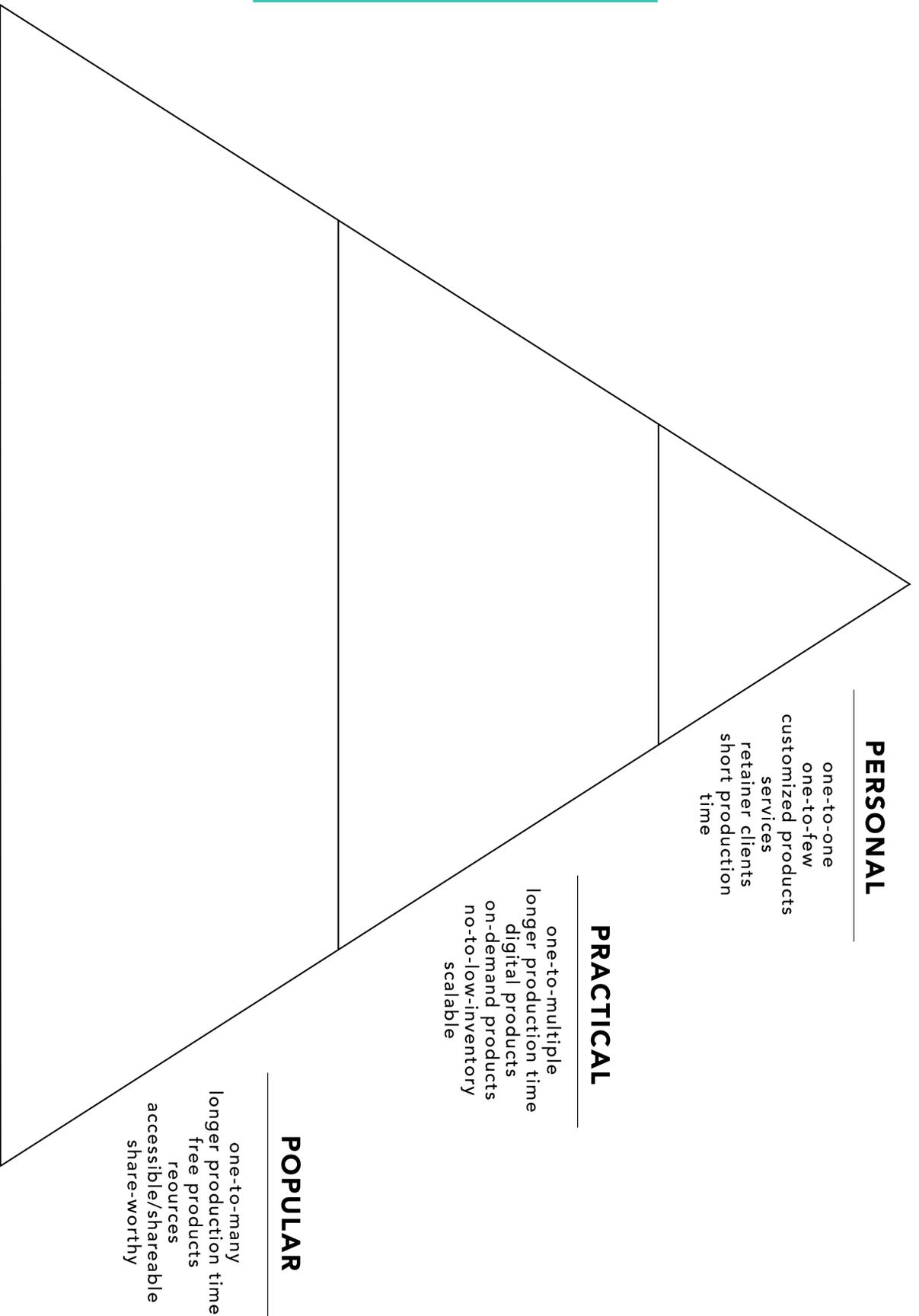
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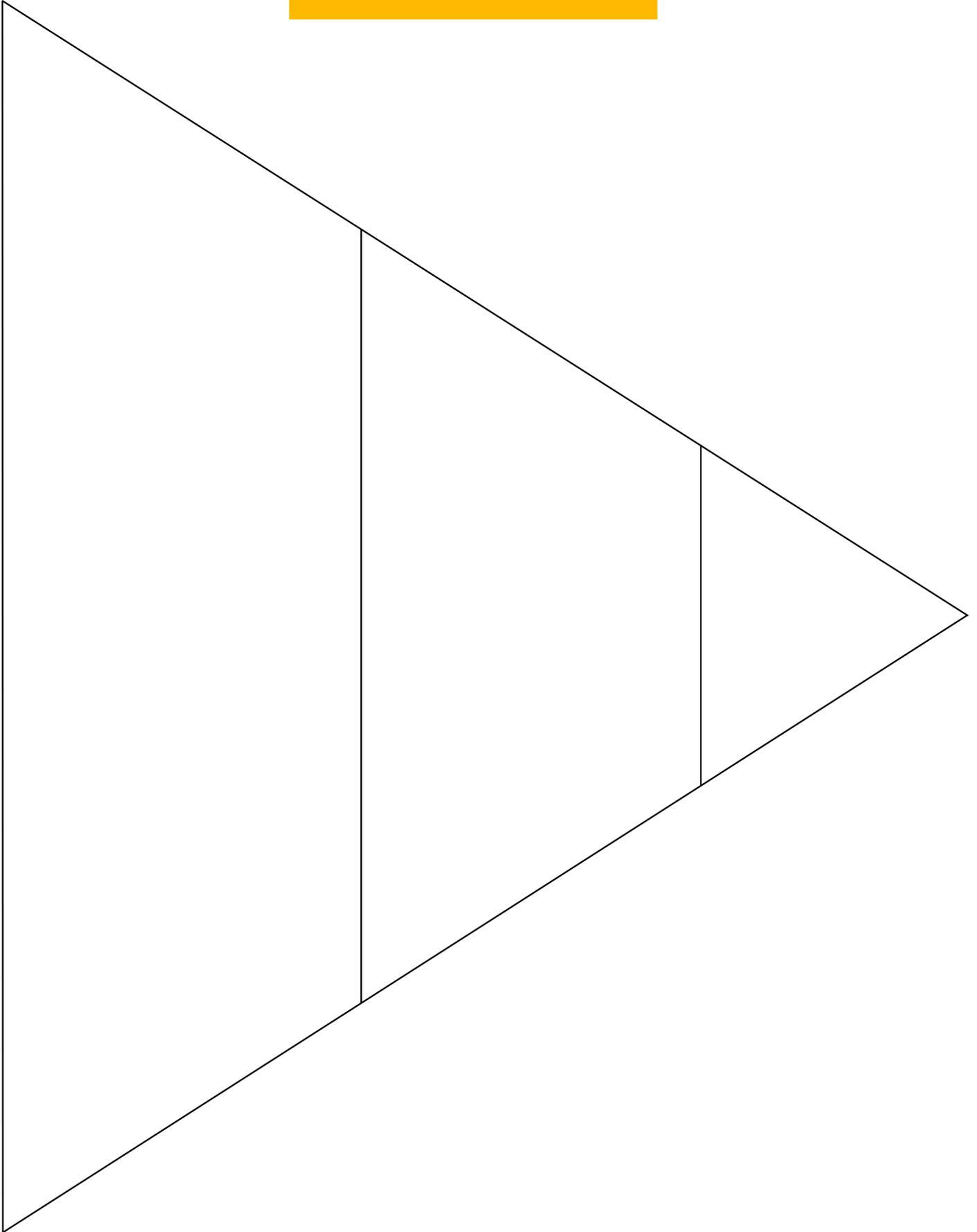
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## THE PRODUCT PYRAMID



MY PRODUCT PYRAMID



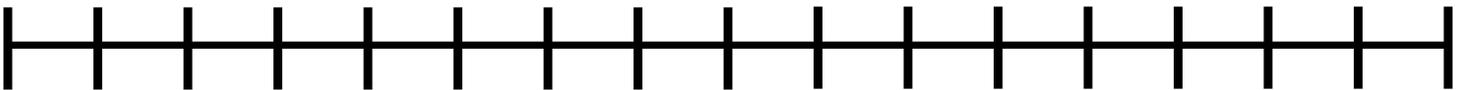
Each audience member (and potential audience member) you have exists at a certain level of interest for:

- your topic/niche in general
- your specific brand

Generally, the actions a person is taking with your brand (on your site, on social media, via email, etc.) will easily show you the level of interest that audience member has in your information and products—which allows you to gauge how motivated they are to move on your niche in general.

*Let's use an example.*

Someone who follows you on Twitter only probably has a low interest in your brand at that point and is unlikely to buy your \$1,000 coaching package, or \$597 course, or even your \$37 eBook. But, by the time that person follows you on Periscope and seems to tune into 30% or more of your scopes, you can logically assume they have at least a mild (but perhaps medium or major) interest in your brand and the information you present in general. At this point the person is much more likely to invest in your eBook or start subscribing to you elsewhere.



Imagine all the levels of interest a person can have (and express through action) in your brand right now. Ex: Signing up for your email list, attending a live workshop, taking a free email course, following you on Pinterest, joining your Facebook community, sending you an email, etc. Think about what it would be like to spread all of those actions out on the image above—what order would you put everything in? For YOUR specific brand, what rates most high? What's the lowest level of interest/action?

*Oh, and the secret to all of this?*

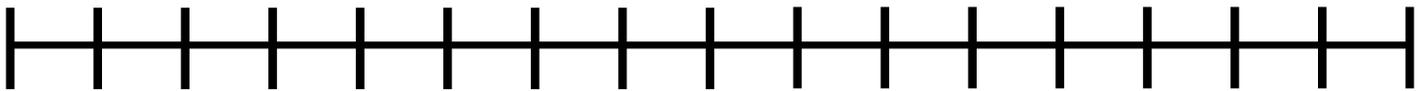
Once you begin to pay attention to your audience's interest levels, you can begin to "think bigger" and develop purposeful paths, pitches, products, and even free content to draw people deeper in. Knowing where people fall on your "customer interest spectrum" also allows you to know what items to match people with to reduce buyer's remorse and general frustration. You don't try to push a large investment item on someone with a low interest. You also don't want to sell a person with a high sense of urgency and interest an item like a 10-page workbook. If they get frustrated with not having enough, they may seek another brand even though you had the ability to fill their need.

*A place to jot additional notes on your customer interest spectrum.*

## MY CUSTOMER INTEREST SPECTRUM

Use the image below to map out where people currently exist on your interest spectrum. Write their action (level of interest) on the top of the vertical line, then record how the client took that action on the bottom.

Ex: You may place "signing up for email list" somewhere toward the middle of the spectrum (this depends heavily on your brand), underneath that interest level, record where the person signed up: Was it the signup form in your sidebar? Was it to get a certain freebie? Was it to attend a certain webinar? If you think there is a difference in the level of interest people have based on where they took a specific action, split them into two different points on your spectrum.



What are the four questions you can ask yourself about your customer interest spectrum that will help you form products, place people in your system well, and run a more profitable business?

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_



THINK AND WRITE:

What additional products, signup forms, or other opportunities do I need to create in order to:

- more accurately understand people's levels of interest in my brand?
- move people deeper into my web of awesome?
- capture people's attention?
- capture people's information?
- fill my audience's needs?

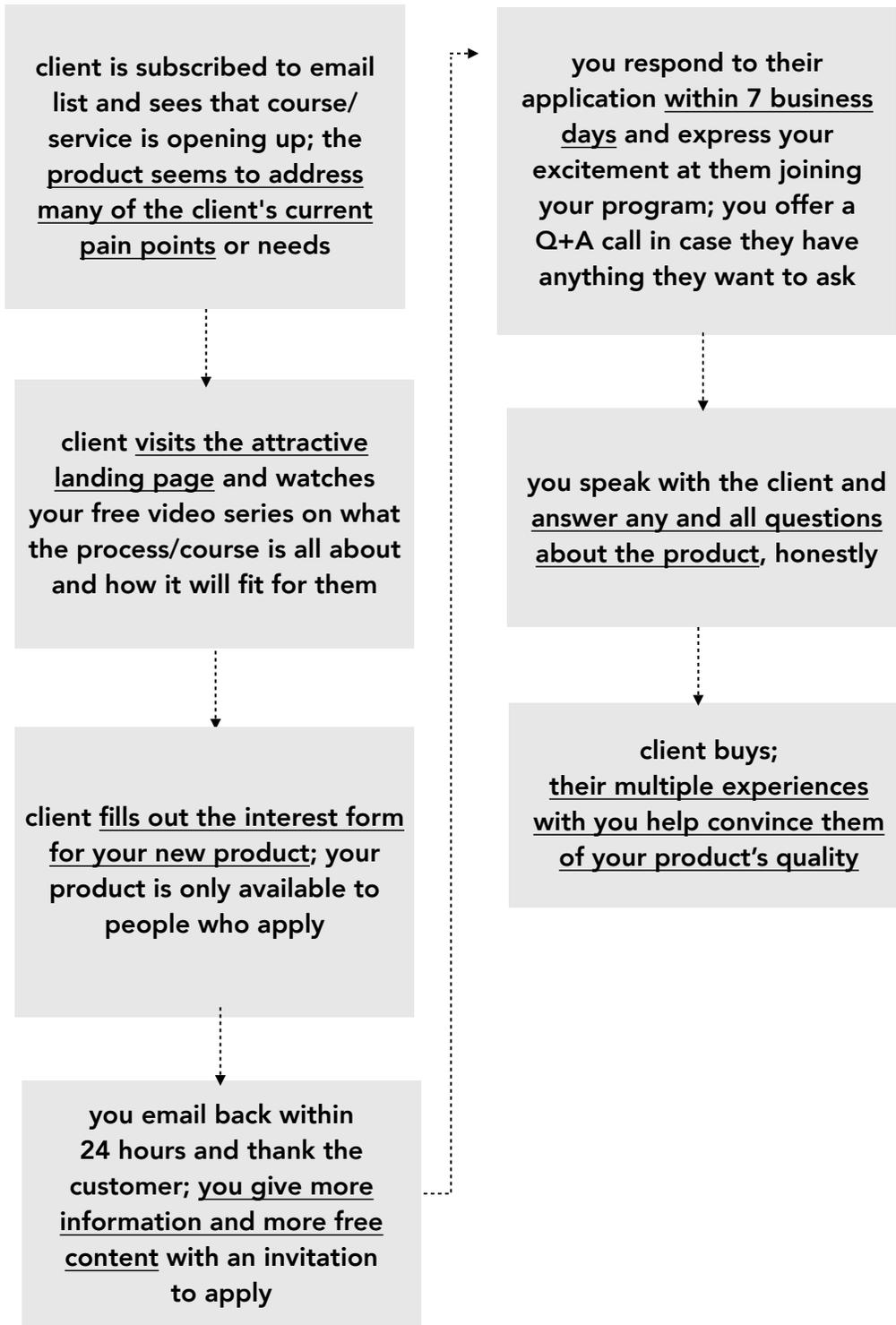
TWEETABLE:



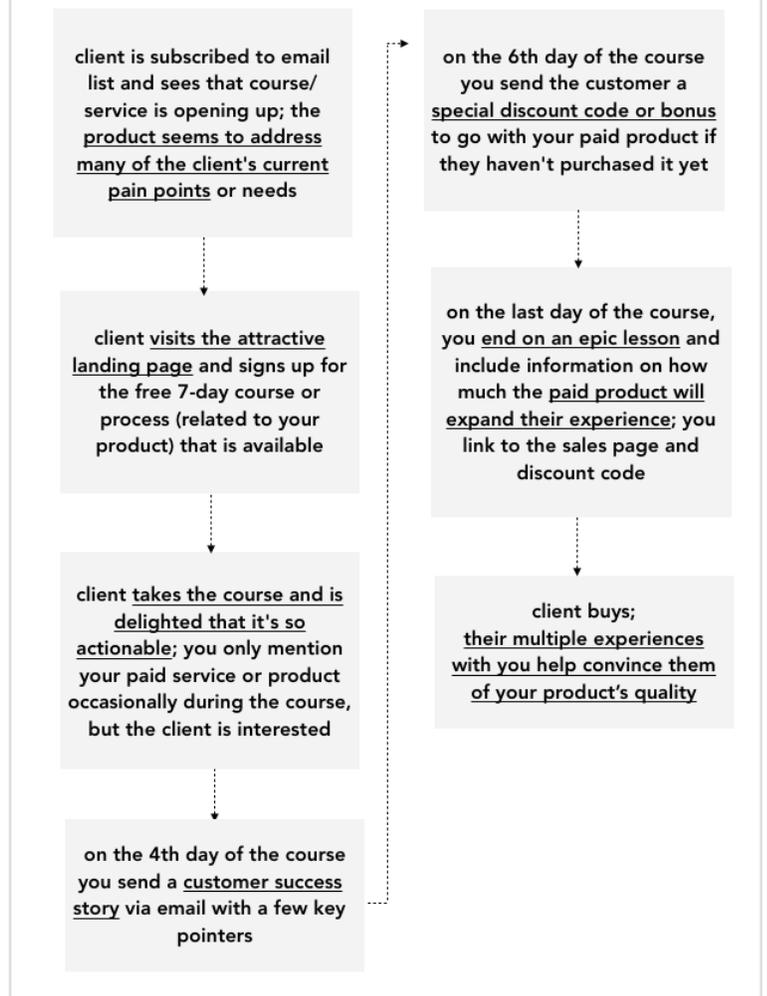
**SERVING** people authentically is about matching them with  
the right product, not just any product.  
**PEOPLE'S NEEDS > SALES.**

@byReginaTV

Sample "Perfect Path" for a High-\$ Item

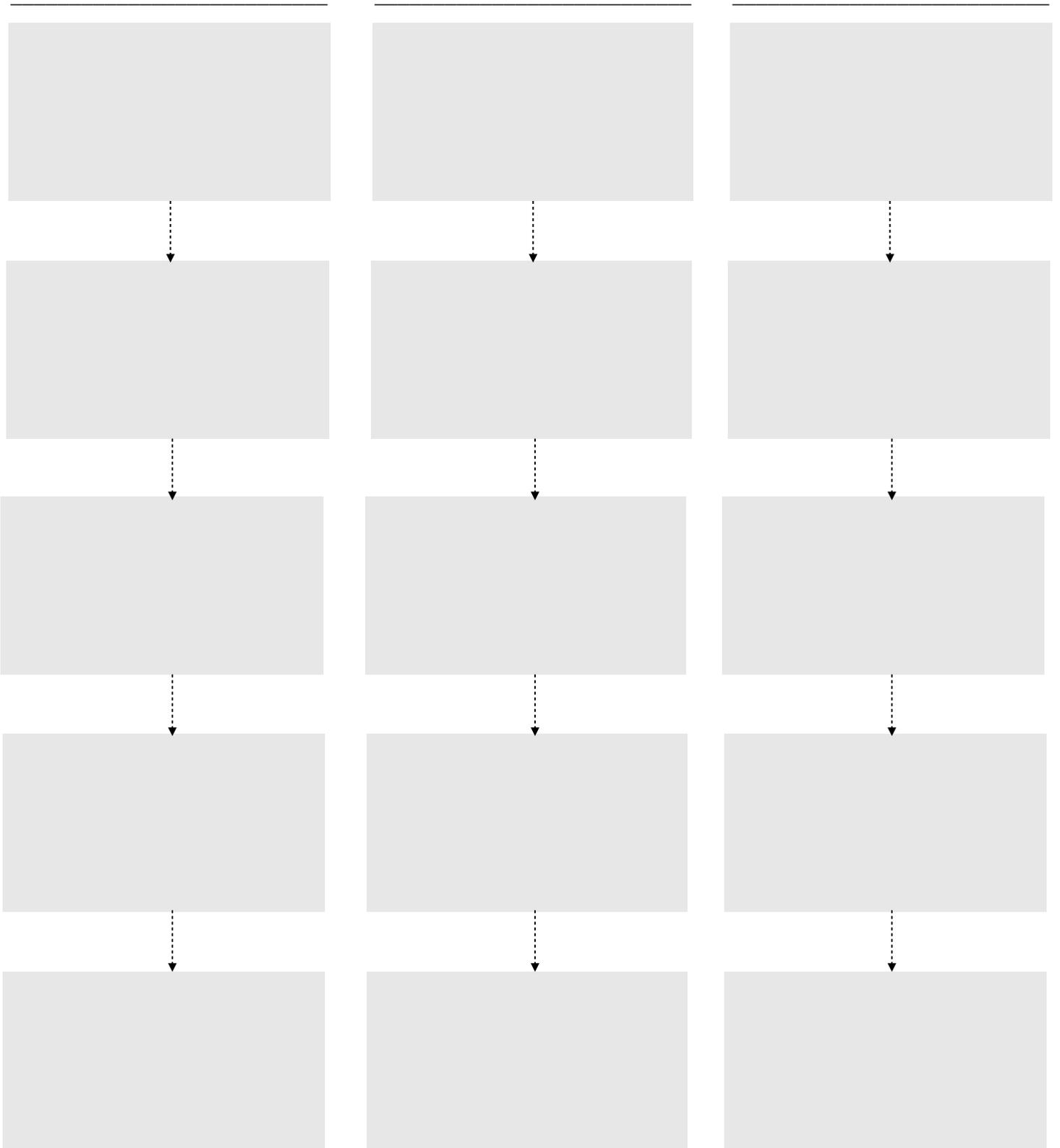


## Sample "Perfect Path" for a Medium- to High-\$ Item



*A place to jot additional notes on your "perfect paths."*

## MY "PERFECT PATHS"



What do you currently offer? What are you interested in offering?

eBooks	email courses	challenges
detoxes or cleanses	sponsored content	subscription services
live workshops	communities	digital templates/patterns
masterminds	digital bootcamps	guidebooks
email coaching	workbooks	membership sites
software/apps	pBooks (fulfilled elsewhere)	physical goods (fulfilled elsewhere)
pre-recorded conferences or workshops	group coaching	office hours or brand/life audits

My Free Workshop Ideas	My Paid Workshop Ideas

*A place to jot notes on creating free and paid workshops.*

My Free Book Ideas	My Paid Book Ideas

*A place to jot notes on creating pBooks and eBooks.*

My Free Course Ideas	My Paid Course Ideas

*A place to jot notes on creating courses.*