



**You might be only one
product away from making
money now!**

Product Creation in Three Easy Phases

**An easy to understand, simple to follow timeline
for creating your first, or next, product.**

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Note: This was originally designed as a three-lesson eCourse, and as such is presented in its original format with an addendum. For ease it is offered to you in a single document.

Product Creation Calendar Phase One: Design

One of the most important aspects of any product creation process in a fixed period of time is to have a general plan of where you want to get to and what it will take to get there. This will decrease overwhelm and inertia and can help keep you going when times are challenging!

If you are a highly creative person who works in free flow, please don't freak out at this. The kind of structure that I am recommending is NOT carved in stone. In fact, I think the structure MUST be flexible enough to grow with you as your product does. Remember, structure releases creativity not destroys it. A painter NEEDS the structure of a canvas and a writer needs the structure of the page. Find what works for you.

In this eCourse you will learn about the three major phases in creating your own product. In this first lesson you will read about the Design Phase.

In future lessons you will learn about the second phase (Construction) and the third phase (Testing, Marketing & Delivery).

Each phase is broken into 4 weekly increments. So with three phases, and 4 weeks to complete each phase, you can reasonably expect to complete a product in 12 weeks.

Below is a suggested time line of events.

Phase 1: The Design

- Week 1: Ideas. Ideas. Ideas. Create an idea book and research what you are most passionate about creating. I suggest several forms of structure for ideas: a word document on your computer where you can simply jot ideas down as they pop into your head and be able to work with them easily in the future, a folder for any print media that stimulates you (such as articles, colors, advertisements) and a hand written journal (since creativity is often messy it often helps to be able to write, doodle, and mind map).
- Week 2: Ask your clients and target market and continue to add to your idea book. By the end of this week narrow your choice to 3 - 5 ideas that you are MOST passionate about, that you would really enjoy and that solves a problem for your target market. The goal here is to pick a product that meets a client need while supporting your bank account and creative side.
- Week 3: Take your 3 - 5 ideas and test them with the 5 smartest people you know. Find people who would buy this and test the idea with them. Look for trends in the answers and by the end of the week *pick ONE*. Keep the other ideas in a special place for the future. If you can't decide, pick your favorite. If you don't have a favorite, draw a project name from a hat.
- Week 4: Chose your primary product delivery method. Although you can spin any idea into a multitude of products for the purpose of this group I am going to ask you to choose one. The goal is for you to complete one product before starting the next. Once you've created one product from beginning to end, the second, third and future ones will only be easier.

Are you going to first create an article, eCourse, eBook, teleclass, seminar or something else? Make sure that you enjoy whatever process you chose... if you hate to write, you might want to think twice about writing an e-book yourself. If standing in front of groups of people paralyzes you perhaps a workshop isn't where you want to start. Once you have the idea and method finalized – CELEBRATE!

Something to consider: Where are you in your product creation cycle? Are you still in the dream and vision phase or have you begun to take action?

Call to Action: What are three things you could do today to move you into action? Choose one of them and commit to act on it. Move from thought to action, even if it's the smallest step. Enough small steps strung together will complete a product sooner than you know!

Stay tuned until Lesson Two when we will review the Construction Phase. It's in this phase that the heart of your product will start to beat!

To your success!

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Run, Don't Walk, to a Thriving Business

P.S. One of the real benefits of creating product is that it allows you to market some “thing” instead of yourself. Most people are very uncomfortable marketing, much less marketing themselves as the “product”. Having a tangible product to market is often an easier way to start and can lead to earlier success. Why wait? <http://www.90daystoaproduct.com/>

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Product Creation Calendar Phase Two: Construction

Phase 2: Construction

- Week 5: Begin to create the product. Start by structuring your product with a Top 10 list of concepts you want people to walk away with or some other system that will help you narrow down what has to be done. Plan time daily to work on this. It's often better to spend 30 minutes a day rather than assume that you'll "find" a large chunk of time to be creative. This also adds momentum to your project.
- Week 6: Shoot for being 30% completed with the first "draft" of the product by the end of the week. If you get stuck, ask for support from a friend, mentor or coach. It's always easier when you aren't operating in a vacuum.
- Week 7: Keep working on your product. Check in with the group and celebrate when you hit a milestone. Ask an expert for help if you need it. Shoot for 70% completed here – (remember we are still talking about the first draft). Feeling stuck? REMEMBER: No suffering in silence allowed!
- Week 8: Home stretch. Put it all together now. Aim for 100% by the end of the week. The refinement process comes next and (most people don't realize this) you can refine while you market. In fact, the market place is going to refine it whether you like it or not! Now is not the time for perfectionism.

Something to consider: What are the key points that you want to share with your target market?

Call to Action: Get out a piece of paper and pen or open a new word document on your computer. Make a list of ten points, ten key ideas that you can share with people. In the www.90daystoaProduct.com you will learn how to leverage these ten points into many, many products! But for now, simply put them on paper. This could simply be a bulleted list or ten sentences. It takes nothing more than that to get you started!

Stay tuned until Lesson Three when we will review the Testing, Marketing & Delivery Phase. It's in this phase that things will take shape very, very quickly. You've crested the hill and it's a quick downhill roll from here!

To your success!

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P.S. Creativity is often a messy process and perfectionism will keep you from being creative and from creating results. Most people find a road map and structure to be very helpful. You will find both in the 90 Days to a Product eBook. Visit www.90DaystoaProduct.com to learn more. You can view the Table of Contents to give you an even greater feel for what support you will be given.

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Product Creation Calendar

Phase Three: Testing, Marketing & Delivery

Phase 3: Testing, Marketing and Delivery

Week 9: Begin testing with your target market and refine. Start listing the benefits of your product and start getting people to use it so that you can gather testimonials. Figure out where you want people to go in your marketing funnel after this product.

Week 10: Write your slippery slope sales letter. Make the necessary plans for your one page web site. Get a logo. Continue refining and testing your product. Pick a date to GO LIVE and put it on your calendar! Things will take shape very quickly at this point.

Week 11: Post the web page, sales letter and wrap up your pre delivery testing and refinement. Get testimonials added to your web page.

Week 12: Put the finishing touches on the product and the webpage and test all links and delivery processes. Have a back up delivery method if possible. Create some fanfare and be sure to tell everyone you know. Roll her out and pop a bottle of your favorite bubbly! CONGRATULATIONS on completing your product!

Something to consider: Many people falter at this stage. Ask yourself; to what degree are you a perfectionist? And if you do display perfectionist tendencies how has this kept you from completing projects in the past?

Call to Action: Make a few notes about your particular form of perfectionism. How does it show up for you? Let me share with you a couple of examples. Some people are procrastinators ("If I can't do it perfectly I won't do it at all."). Others are Lone Rangers ("If it's going to be done right I must do it myself." or "Asking for help is a sign of weakness."). Some people are easily distracted when it comes time to get to work ("I have so much email or I simply must get the dishes in the dishwasher"). There are many, many ways that perfectionism shows up. If you can identify your particular form you'll be better able to conquer it!

Stay tuned for future updates on product creation and marketing. Since I practice what I teach and I share what I'm up to I'll let you know what's new!

To your success!

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P.S. If you are not going to create your Intellectual Property now, then when? Give yourself the gift of completion and the satisfaction of creating your own Intellectual Property. No one deserves it more than you and the world is waiting for your gifts. You will be well guided through the process at <http://www.90daystoaproduct.com/>

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Addendum:

We now live in an Information/Knowledge-based society.

People are looking for information that will help them lead better lives.

Your knowledge may be just what they need!

Packaging your ideas into products allows you to:

1. Create a product targeted at your ideal market.
2. Have lower priced point products so that people can begin to experience you without risking a lot of time or money. The lower their risk, the more likely they are to buy.
3. Offer a program with a beginning, middle and an end that is focused on a specific result. People love results!
4. Position yourself as an expert in your field.
5. Become better known. This will allow you to build your reputation *and* your bottom line.
6. Allows you to market some “thing” instead of yourself. Most people are very uncomfortable marketing, much less marketing themselves as the “product”. Having a tangible product to market is often an easier way to start and can lead to earlier success.

Common Blocks That Prevent You From Starting or Finishing Your Product(s):

After teaching the Marketing Marathon Blunders from A – Z series, I discovered some of the major reasons people never get around to starting, or finishing, their products.

1. **F is for Fear** – Now, this fear can show up in many ways. Perhaps it is a fear of not being good enough, not having any thing original to say. It could be the proverbial fear of failure or fear of success. Perhaps it's that you don't want to share your idea with anyone because, since it's such a great idea, they might do something with it before you do. It doesn't really matter what the fear is if it's keeping you from getting started, or finishing, then the fear has won!
2. **H is for Hesitation** – Ahhhh, how daunting a blank page looks. The ideas are churning in your brain. Perhaps you've even put them on paper. Maybe you've even started on one or more of them. And then... nothing.
3. **I is for Inconsistency** – So, you start and stop in fits of flurry and frustration. Welcome to the world of creative genius. But it is also the world of people with few, if any, tangible results... like a completed product.

4. **L is for Lone Ranger** – So, you work alone, out of your home and often find it hard to get motivated. And, when you “should” be working on your Intellectual Property (IP) you find yourself being distracted by email, menial tasks... even the dishes look more appealing than getting your creative work done. Or, you don't share your idea with anyone for fear that they might do something more, better or quicker than you will. As a result, you are constantly operating in a vacuum.
5. **P is for Perfectionism** - If you want perfection, go buy someone else's product! Even if it's not perfect you can entertain yourself by picking out all of their flaws. Creativity is often a messy process and perfectionism will keep you from being creative and from creating results!

Finally! A program that will help you take that “great idea” to completion and new income!

You are ready when you are past the whining, wishing and dreaming stage of wondering why your Intellectual Property (IP) isn't happening.

You are ready if you can't wait to get your product completed, are willing to be supported, and want to roll up your sleeves and blast through your fears, hesitation, perfectionism and the need to do it on your own (hey, even the Lone Ranger had Tonto!).

You are ready to work with me as your Mentor if you view me as a some one you can model as you create the product you've only dreamed of, you find my communication style straightforward and to the point, you like my nuts and bolts approach to getting things done.

For more information on this program and how it can help you please visit
www.90DatstoProduct.com

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