

# **YOUR FIRST INFO PRODUCT**

**LESSON 3**

# CREATE YOUR PRODUCT OUTLINE

- This is the easiest way to start creating your info product.
- Gives you a starting point for your info product.
- Helps get you unstuck and creating your info product.
- Use it to guide you to your completed info product.
- Allows you to easily know what you will cover next.
- Helps you write killer sales copy for your info product.

# CREATE YOUR PRODUCT OUTLINE

- Create Your Outline For Research
  - Look for at least 4 main subject points you can hit on.
  - Each of these become your chapter.
  - Below each subject point include 4 to 5 additional points to hit on.
  - Example for a Self Improvement Product

# CREATE YOUR PRODUCT OUTLINE

## Module #1: What is self improvement?

Define what self improvement is.

Financially

Health

Spiritual

Relationships

Time Management

## Module #2: Improving Yourself Financially

Steps to improve your finances:

Budget

Start a home business

Alternative income streams

Sell your non needed assets

Invest

Get out of debt.

# CREATE YOUR PRODUCT OUTLINE

## Module #3: Improving Your Health

Dieting  
Exercise  
Supplements  
Natural Health Methods  
Managing Stress

## Module #4: Spritual Growth

Bible Study  
Finding a group of like minded people.  
Worship  
Prayer

# CREATE YOUR PRODUCT OUTLINE

## Module #5: Relationships

Steps to improve relationships:

Listening skills.

Understanding other people.

Understanding the needs of others.

Putting others before yourself.

Taking care of those around you.

## Module #6: Time Management

What is time management?

Methods to improve your time management.

Finding the perfect place to work.

What time works best for you?

Setting a timer.

Working in focused chunks.

## Module #7: Closing or Action Steps

What are the next steps to improvement

Summarizing everything.

# RESEARCH TO HELP PRODUCT OUTLINE

- Q&A Websites
  - Quora.com
  - Yahoo Answers
- Amazon.com Books 'Look Inside' Feature
  - Dummies Books
  - Find Books In Your Niche
- YouTube Suggested Search
- Google Suggested Search
- Magazines.com
- EzineArticles.com
- Clickbank Marketplace For Competition



**START YOUR PRODUCT OUTLINE NOW**