

Implementation Checklist

7 Steps To A Successful Information Product

by Eben Pagan



STARTUPClub

Your Checklist

A successful information products business passes through these stages in order.

Gate 1:

The market is viable

Gate 2:

You are able to reach people & bring them to your website

Gate 3:

People who visit your website join your list

Gate 4:

People on your list are buying products & services

Gate 5:

Customers buy more products, more expensive products, more often

Gate 6:

Others market & sell your products

Gate 7:

Everything is automated, scalable

The Steps

STEP 1:

Research/Select A Niche

- Research the market – find “Who’s already looking”
- Select a niche – identify what need you will fill
- Identify the top 10 positive and negative emotional “Hot Buttons”
- Create a customer Avatar

STEP 2:

Test The Niche

- Create an “Elevator Pitch”
- Create a “Conversion Story”
- Design a powerful name/title
- Create (or acquire) “free line” content (i.e a 3-Mistakes Report)
- Get basic web tools (e.g. domain, hosting, auto-responder, PayPal, Analytics)
- Put a simple list-building mini-site(s) or blog online
- Create a follow up auto-responder sequence

- Drive as much traffic as you can afford, as quickly as possible
- Make offers for your, or your affiliates' products
- Do "coaching for market research"
- If, after 1,000 visits you do not have a list of 50-200 people, and do not have at least one sale, reconsider or drop this niche.
- If you see progress through "The Gates," keep testing

STEP 3:

Build the List

- Drive more traffic to the list building mini-site
- Perform A/B split test landing page design and opt-in offers
- Create more Free Line Content & List building Mini-sites if/as needed
- Track and test for your most successful offers and traffic sources
- Adjust traffic sources and opt-in offers to expand what works, stop what doesn't

STEP 4:

Cultivate the Relationship

- Send regular real time and auto-responder follow-up content marketing email to the list

- Invite feedback (email, blog comments, survey, etc) as often as possible
- Do the “Coaching for Market Research” process
- Offer free tele/web seminars (weekly, bi-weekly or monthly - as often as possible)
- Make offers (products and services from you or affiliates) throughout
- Refine Avatar, Hot Buttons, Elevator Pitch, Conversion Story

STEP 5:

Market & Promote Your Offers

- Put up a sales letter mini-site for one of your products or find affiliate product(s) you currently sell, or want to sell
- Send content marketing email pieces to email list (and everywhere your audience is)
- Send promotional offers to the email list (and everywhere your audience is)
- Make an offer during live consultations
- Make an offer during tele/web seminars
- Run internal product launches and events

- Enlist external marketing partners as soon as you have some results/proof/metrics

STEP 6:

Build Out Your Product Marketing Sequence

- Create or acquire free line content
- Create eBooks or other Low-Priced Products
- Define Marketing and Product Sequence (upsells / cross sells / back end)
- Create higher priced products and services
- Create continuity programs and memberships
- Create a “curriculum”

STEP 7:

ManageYour Business

- Create and update regularly:
 - Revenueplan
 - Marketing and promotions calendar
 - Product Development / Delivery Calendar

- Create (and automate where possible) Systems for:
 - Finance and accounting
 - Product development and delivery
 - Administration and operations
 - Technology
 - Tracking key statistics and metrics
- Develop Your Team Team Development Checklist
 - Internal (employees)
 - Outsourced freelancers
 - Marketing (and other) partners and suppliers

STEP 8:

Manage Yourself

- Commit to your success and keep a perpetually positive focus
- Develop a marketing / entrepreneur mindset
- Regularly clear emotional, physical and mental clutter that creates friction

- Develop “rituals” to optimize focus and use 60/60/30 ultimate productivity
- Be in continuous action on your highest priority goals
- Continuously grow and develop your personal and professional skills
- Get a coach