Product Launch Accelerator

*How To Create Your First Digital Product
In Just 3 Days!*

By Tony Newton

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Welcome to Product Launch Accelerator!

The whole purpose of this guide is to teach you how to create a digital product from start to finish in just 3 days.

The 3 days can be split into the following:

Day 1 – Choose the product topic

Day 2 – Create the product

Day 3 – Create the sales page

You might find you finish one day early and can move on to the next day's tasks.

On the other hand, it might take you slightly longer.

But that's cool.

The main thing is you get your digital product created and launched to the world.

So with that being said, let's get started!

Topic Ideas

In this section, we'll look at how to choose the topic for your new digital product.

There are 2 main ways you can do this:

#1 – Your Zone Of Genius

This is where you look at what you are good at.

Everyone has their own zone of genius, whether you think you do or not.

It's the thing you do without even thinking about it because it is second nature to you. But others wonder how you do it.

It might be a skill or a hobby you are passionate about.

The thing to consider is finding that one thing you have that others would find useful *(and pay for)*.

Do you have a strong mindset?

Are you very confident?

Do you follow a healthy diet?

Are you good with car repair?

Can you cook healthy meals?

Are you a good salesperson?

Are you good at teaching your pet new tricks?

Think about what you do on a daily basis and begin to note things down.

What might seem normal and ordinary to you might be a game changer to someone else.

#2 – Research Existing Products

The second method is quite simple; you find existing products that are selling successfully and model them for your own product.

When we say "model", we don't mean straight out copy them.

Use them for ideas and put your own spin on them.

Take parts of information and turn it into a mini-version. Or take

parts of several products and make your own ultimate version.

The main point here is that these products are already selling, so you know that there is a market desperate for the information.

And that's where you can make a lot of money, fast!

So where do you find these products?

One of the best places to start is <u>Udemy.</u>
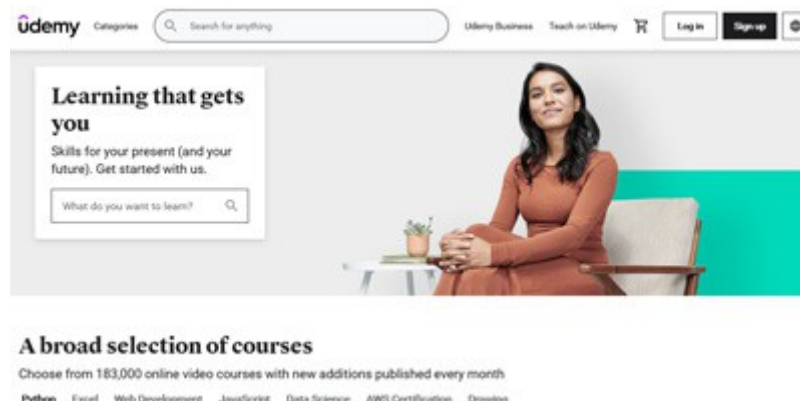
At the time of writing, Udemy has 183,000 online video courses available.

And topics include:

- Design
- Development
- Marketing
- IT & Software
- Personal Development
- Business
- Photography
- Music

So there's a wide variety of topics to choose from.

What's great about these courses is you get to see the number of sales, the price, how many videos and also the buyer reviews.

Bestseller   4.8 ★ ★ ★ ★ ★ (412 ratings) 2,155 students
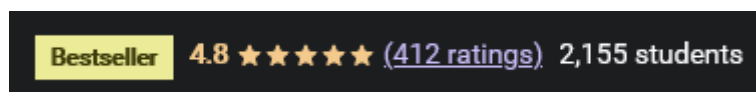
What does this tell you?

It tells you that if you create a similar course and price it the same, then there's a good chance of having an almost instant success.

Here's what to do:

Browse through the various courses and note down some of the top sellers for a topic you're interested in.

Read through the reviews and see what people are saying.

Is there anything missing or something that buyers say they would have liked to have seen?

If so, note it down and you'll quickly start to piece together your own digital course in no time.

(At this stage, don't worry too much about the format being videos. If you don't want to create those, you can create a written course instead).

Another great marketplace to research is ClickBank.
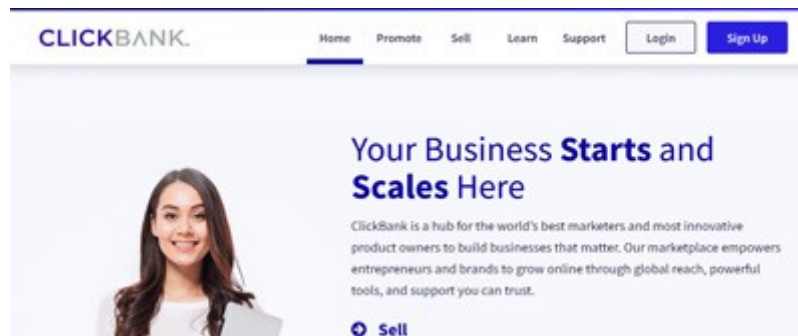
ClickBank has thousands of digital and physical products listed in their marketplace.

You just need to create a free account, then you can go in and browse all the different categories.
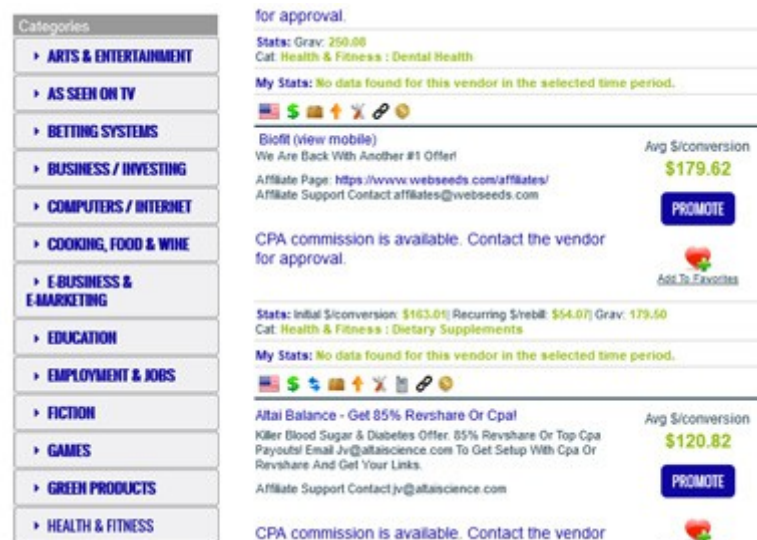
As you can see, those categories include:

- Arts & Entertainment
- As Seen On TV
- Betting Systems
- Business/Investing
- Computers/Internet
- E-Business & E-Marketing

- Education
- Employment & Jobs
- Fiction
- Games
- Green Products
- Health & Fitness

And lots more too.

Here's what to do:

Browse through the various categories and sub-categories in the marketplace.

Choose a topic that interests you and sort the category by Gravity Score.

The higher the Gravity Score, the more affiliates are making sales. So the higher the better.

Java Burn (view mobile)
The Newest Bonecrusher From The Creators Of The Legendary Venus Factor And Resurge Offers. Get In Early, You Won't Regret It. Https://javaburn.com/affiliates

Affiliate Page: https://javaburn.com/affiliates
Affiliate Support Contact:jackie@jvwithae.com

Avg $/conversion
$114.69

PROMOTE

Add To Favorites

Stats: Grav: 803.65
Cat: Health & Fitness : Dietary Supplements

You can then see important information such as the number of affiliates making sales *(Gravity Score)*, the price and visit the sales page to check out what the product is.

With ClickBank, you don't get to see reviews or number of units sold. But you do get to see what products are selling well and how much they are selling for.

So it's still vital details you can use to gain ideas for your own

product.

Devote as much time as you can to choosing the topic of your product.

If you get a great idea in the first hour, then perfect!

Otherwise, take the entire first day, write down ideas, research existing products and you'll eventually formulate the perfect product idea that you can move on with.

Product Creation

Now that you have your product idea, it's time to get it created.

Choosing A Product Name

The first thing you need to do is give your product a name.

That way it becomes real!

The important thing here is to make it unique and to stand out.

So you don't want to use generic or boring titles.

"How To Lose Weight" is not as appealing or desirable as "How To Get Rock Hard Abs In 7 Days Without Exercise".

Your product name needs to explain what your product does but also make it totally unique to you.

Here are some words you can add:

Blueprint
Mastermind
Cheatsheet
Stack
Accelerator

Simple
Fast
Guaranteed
Inner-Circle
Club
Tribe
Masterclass
Movement
Secret
Checklist
Bonus
Fast-Track
Elite
Pro
Insider
Alert
Signal
Game Plan
Workbook
Challenge

Once you have chosen your name, things start to get exciting!

Product Outline

The next thing you need to do is to outline your product.

It needs to have a clear path from beginning to end. So split it up into sections that lead your customer from the first thing they need to know, through to the last.

By doing this, you'll know exactly how many sections you need to create.

For actually creating the product, you have 2 main options here:

#1 – Written Product

#2 – Video Product

Both of these have their advantages and disadvantages.

Written products are great as they are really easy to create and deliver. But sometimes it can be hard to show/explain something in text and images.

Video products are great because they allow you to show more than you can by text and images. But the downside is they can be more difficult to create and also more complicated to deliver to your customers.

It really depends on your product topic, which of these 2 methods you choose.

But once you've chosen it, then you can move onto actually creating it.

Here are the easiest ways to do each one:

Written Products

These are really easy to create and can be done without any expensive software.

You can use a free software such as Open Office which works on PC and also on MAC. It works just like Microsoft Word and you can add text and images very easily.

Then you can export the file to a .PDF document and this is what you'll provide to your customers.

No need for any other software, Open Office has it all built in.

Some other options you might want to consider are:

Google Docs – You can write your product out in a Google Document and then export it as a .PDF file.

Canva.com – Canva has a whole host of features including a free report maker.

Fiverr.com – You could outsource everything on a website such as Fiverr. Or just small tasks, it's totally up to you.

Create Attractive Products

When creating your written products, one thing to keep in mind is to make them visually attractive.

Add headlines, bold, italic, images and use short paragraphs.

If you have large blocks of text, these can be difficult to read. So keep things spaced out and have lots of things to draw the eye in.

The better the reading experience, the more your customers will love your products.

Video Products

Creating a video product can be more technical. But they also have a higher perceived value than written products, which means you can charge more for them.

Depending on what the product topic is, there are several ways you can create them:

#1 - Smartphone

If you're comfortable being on camera and can explain the

information by simply talking, then you can use a regular smartphone.

You can film yourself talking directly into the phone camera, or you might also consider buying a whiteboard where you can also draw out the information too.

#2 – Screen Sharing

If the information can be shown via your computer, then you can use screen sharing software to record your computer screen.

You could show software in action, show websites, use various tools and record everything on camera.

Some popular options of screen sharing software are:

Camtasia - Camtasia is a great tool for recording your screen. It has an advanced editor that allows you to create professional videos to be proud of. Check out the website here.

Screencast-O-Matic - This is an excellent tool and has a free option. Check out the website here.

OBS Studio - This is free and open source software for PC and MAC. It has some excellent features and does a great job. Check out the website here.

#3 – Video Creation Software

Lastly, you have the option of using video creation software.

These allow you to create videos that have text and also background videos and images. They can use music or you can add a voice over.

If you don't have to show your screen and the information can be consumed via text, then these types of software might be ideal for you.

Here are a few options to consider:

InVideo - Invideo can create a wide variety of different video types. It's quite simple to use and produces high quality videos. [Check out the website here.](#)

Wave - Wave is quite similar, with lots of different templates to choose from. [Check out the website here.](#)

Pictory - Pictory is ideal if you want to create short videos. [Check out the website here.](#)

Sales Materials

Once your product is created, you now need a sales page to be able to sell it.

Even if you decide to list it on Udemy *(if it's a video course)*, you'll still need sales copy to add to your listing.

So let's look at how to write compelling copy to make it sell like hot cakes!

Here are some tips to help:

#1 – Write Specifically To Your Customer Avatar

If you try and write to many, you'll end up with no sales.

So it's crucial you know who your ideal customer is and then write to that individual person.

What are their biggest problems, pain points, motivations, challenges, struggles and weaknesses.

When you know all these, you can write your copy to highlight the biggest pain points and provide the solution which is of course your product.

The more specific you can be the better.

You can research social media, look at customer surveys and generally look for information about who is desperate for your information.

Give them a name, an age, a gender and a real persona.

#2 – Know Your Elevator Pitch

This is sometimes called a value proposition.

It's the one phrase that describes exactly what you do and who you are helping.

It goes something like this:

I help X do X by X.

Or

I help X do X in X time frame.

Some real examples:

I help chiropractors get more sales by providing Facebook ad help.

Or

I help men over 40 lose 10 pounds of fat in just 30 days.

When you know this statement, it will help you to write clear copy and also to help with your own marketing.

#3 – Set The Right Price

Getting your price right is something you will have to test.

You don't want to overprice because people just won't buy. And you also don't want to under price because it can devalue your product and you'll also make less money.

One way to start is to research similar products. Look at their price and if possible, see how many they have sold.

You should be able to get a good idea of a price to begin with. It

can always be tested and changed later.

#4 – Headline And Sub-Headings

The most important part of any sales page is the headline.

It's what is going to hook people in to reading more of the page.

Get it right and it can print you money on demand.

Get it wrong and you won't get many people to read any further.

So how do you get it right?

By now, you should know who your product is going to serve. And also what pain points they have.

Your headline should identify a problem and offer a quick solution.

Here's one that [ClickFunnels](https://clickfunnels.com) is currently using:

We can see that the pain point is the fact that funnels can be expensive and complicated.

The benefit is people need to make more sales from their visitors.

And here's a headline from a popular ClickBank product:

This Super Simple "Soup Ritual" Melted Pounds of Nagging Fat After My Humiliating Honeymoon

Discover How Women & Men Over 50 Are Dropping Pounds Like Crazy With a Simple Daily Ritual That:

✔ Burns Stubborn Abdominal Fat

✔ Increases Fat-Burning Metabolism After 50

✔ Kills Hunger & the Most Intense Cravings Without Cutting Calories

The pain point here is that men or women over 50 have bodies they are embarrassed about.

The benefit is an easy way to help them lose fat.

#5 – Focus On Benefits Not Features

Your customers don't really care about the bells and whistles that your product has. They just care about how it's going to help them.

So when writing your copy, swing back to talking about the pain points and how your product solves them.

Don't list out all the features.

Have sections on specific pain points and why your product is the ultimate solution.

When people can relate to what you're saying, they are more likely to get out their credit cards and buy.

#6 – Don't Be A Selfish Copywriter

Remember, you're talking directly to your customer avatar. And they don't really care about you.

They only care about what's in it for them.

Therefore, try and avoid using "I" throughout your copy. Instead

you need to make it all about them and include "you" wherever possible.

You're painting a picture to them about what life would be like when they buy your product and solve their problems.

#7 – Scarcity And Time Limited Discounts

These are more about conversions, rather than sales copy but still as important for sales.

Adding countdown timers or limited number of sales are great ways to add urgency into the buying process.

We don't recommend using fake scarcity as that would just annoy your customers.

But if you can find ways to use them then it will only help you get more sales.

#8 – Social Proof

The main objection people will have is whether your product actually does what you're saying it does.

That can be handled by using social proof.

You can obtain this by asking your customers for their feedback. You can use this feedback as testimonials and add them to your sales page.

Obviously you will need to ask permission if using peoples names but most people won't mind.

The more social proof you can add, the better your page will convert.

If you're just starting out and don't have any sales, consider giving your product away in return for getting honest feedback.

This is also a great way to improve your product by acting on the feedback you get.

#9 – Use Images (And Videos)

You need to break up your sales copy with images and videos (if possible).

These give welcome relief from reading and also help the reader to visualize the solution to their problem.

They help to get attention to the most important parts of your page.

You can download royalty free images from sites such as Pixabay and Pexels.

#10 – Guarantee

A guarantee is very important.

People need to know that there is a safety net if they don't get the benefits that your product is offering.

It's another objection that they might have had we can solve with a good guarantee.

You can offer a 30 day or 60 day money back guarantee on digital products.

<u>Layout</u>

A good sales page will be laid out something like this:

- Main Headline
- Sub-Headline
- Paragraphs Identifying And Crushing Pain Points
- Social Proof
- More Benefits
- Product Features
- More Social Proof
- Price
- Guarantee

There are lots of examples of sales pages you can find online.

Check out the top sellers on ClickBank and Udemy and see how they have laid out their sales copy.

Model what works but be sure to include all the main sections we have mentioned.

Creating Your Sales Page

There are many different ways to create your sales page.

But as long as the pages look professional, are mobile optimized, load fast and include the main sections then you can literally choose any of the options below:

Use HTML Pages - If you can use an HTML editor, or pay someone else, then you can create stand-alone pages that just need uploading to a web host.

Use WordPress – WordPress has tons of free themes and landing page templates you can use. You'll just need a web host that allows for WordPress to be installed and you can build all your pages on there.

If you want even more professional templates, then OptimizePress is a great plugin to use.

Use A Funnel Builder – There are tons of funnel builders to choose from. Prices range from $0 through to $297+ a month. Most do the same things, some have more features.

Here are some of the most popular ones; ClickFunnels, DropFunnels, BuilderAll and Systeme.

Product Mockups

Another thing that will help to sell your digital product is to have a mockup of the product.

This is a visual representation of what it looks like and make it seem more like a physical and tangible product.

You have a few options to do this:

Hire A Designer – You can hire some on websites like Fiverr.com to create the mockups for you.

Do Them Yourself – If you're familiar with Photoshop, then there are ebook scripts that you can use to build the mockups.

Smart Mockups – This website has dozens of ready-made templates you can use. There are many free templates and also inexpensive paid templates too.

Payment Gateway

At this stage, you should have your product and sales page created.

Congratulations!

What you now need to do is decide how you'll accept payment.

Here are some available options:

Paypal – Paypal is the easiest way to set up the product and to create a payment button. You simply follow the instructions inside your account to create a Buy It Now button. Then take the code and add it to your sales page.

You can also add a return URL, so buyers get taken directly to your download page for your product. That removes any manual delivery work on your part.

Stripe – Stripe is a third party credit card processor. It's technically more advanced than Paypal but offers more flexibility for anyone who can't use Paypal.

There are many Stripe software integrations you can use to add payment buttons to your sales page. Some funnel builders have it pre-built inside.

WarriorPlus – WarriorPlus is a marketplace for digital products. If you use it for your payment processor then you can also take advantage of it's affiliate function too.

This means you can recruit affiliates for your product and they get paid only when they make sales.

JVZoo – JVZoo is almost identical to WarriorPlus. It's a marketplace and also gives you the ability to recruit affiliates too.

Summary

You now have all the information you need to create your own digital product.

All you need to do is follow each step, implement them and don't stop until it's finished.

Many people have doubts when it comes to launching products and even shelve the ideas and give up.

Don't be one of those people!

If your product provides a genuine solution to problems people have, then you owe it to those people to get it into their hands.

Don't over-think it, follow this guide and get your information out to the world.

Thanks for reading

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