

7 Steps to

PRE-SELL YOUR COURSE OR DIGITAL PRODUCT



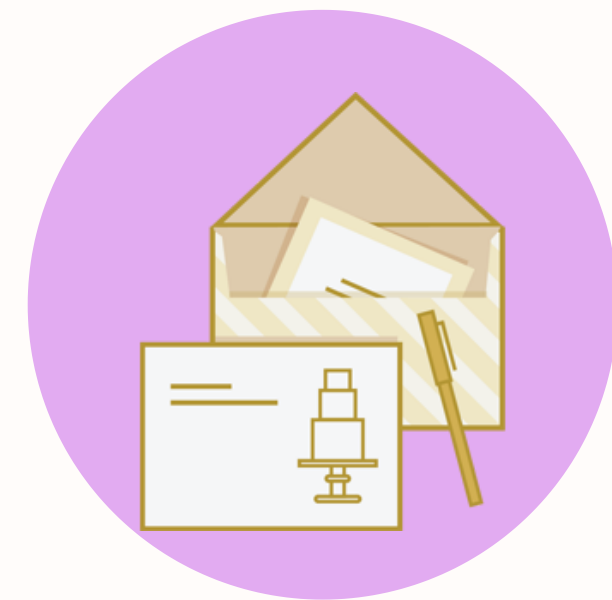
DEFINE IT



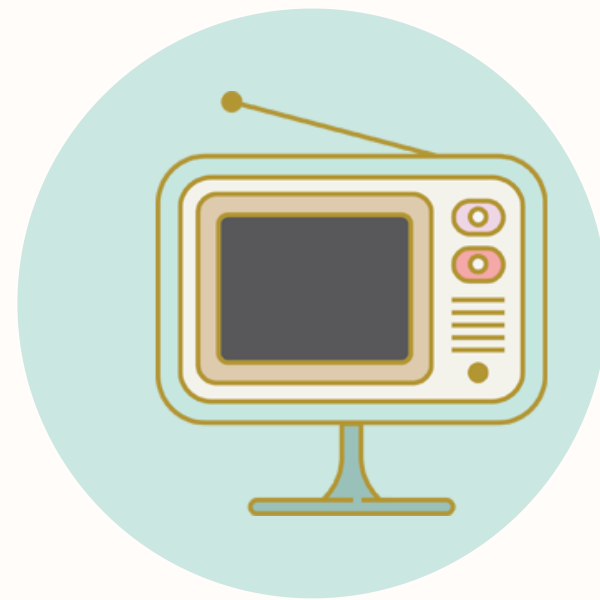
OUTLINE IT



ANNOUNCE IT



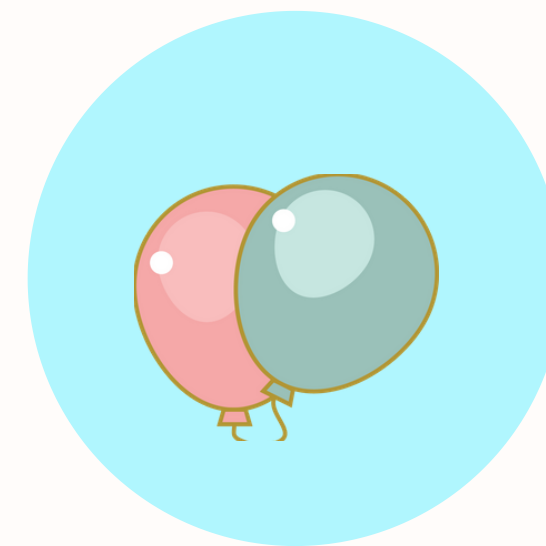
VALIDATE IT



DELIVER IT



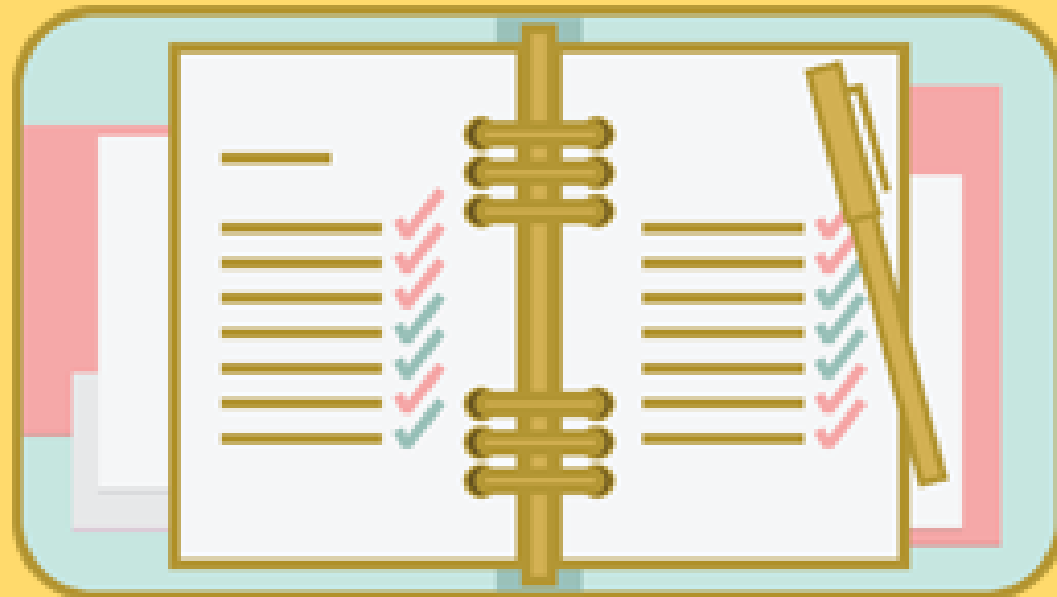
EVALUATE IT



SCALE IT

• **CREATE & SELL YOUR MINI-OFFER**

THIS IS FOR YOU IF YOU...



- **ARE READY TO CREATE YOUR FIRST ONLINE PRODUCT**
- **WANT TO MONETISE YOUR GIFTS**
- **HAVE TRIED TO CREATE A PRODUCT BUT IT DIDN'T SELL.**
- **DON'T KNOW WHERE TO START**
- **NEED TO START GENERATING CASH**

RECOMMENDED:

CREATE A "DOORWAY" DIGITAL PRODUCT



CAN BE CONSUMED IN A SHORT TIME
ONE PROBLEM - ONE SOLUTION
LOW PRICE - IMPULSE BUY
GIVES A QUICK WIN/TANGIBLE RESULT
OPENS THE DOOR TO MORE SALES

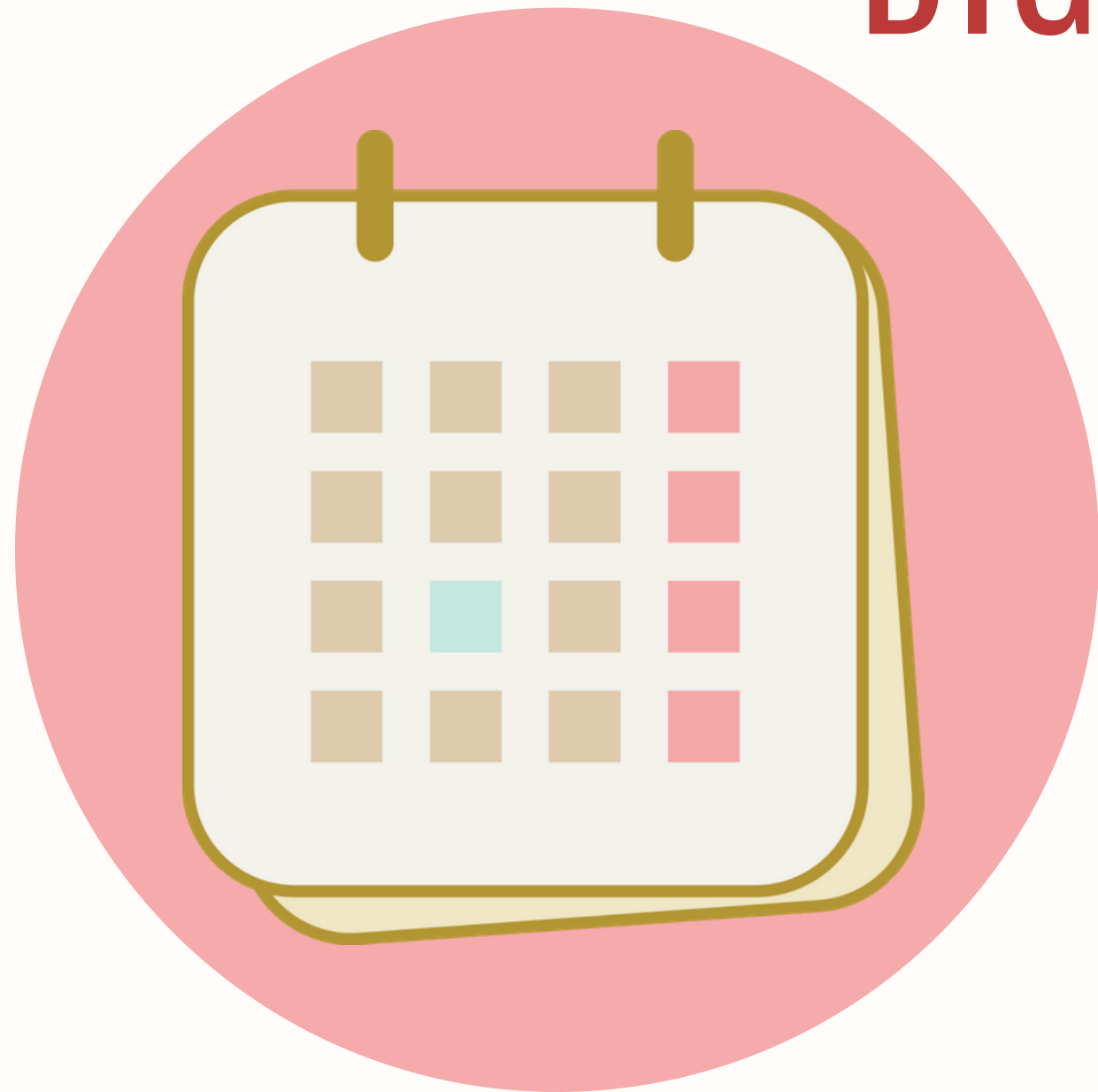
• CREATE & SELL YOUR MINI-OFFER

THE BENEFITS OF A LOW-TICKET DOORWAY OFFER



- BUILD A LIST OF BUYERS
- PRE- QUALIFIED AUDIENCE FOR HIGHER TICKET ITEMS.
- GET THE PRACTICE OF CREATING AND PUBLISHING
- LOW STRESS - GET FEET WET AND GET PRACTICE OF LAUNCHING
- CREATE A LIST OF BUYERS INSTEAD OF LIST OF FREEBIE SEEKERS
- VALIDATE WHETHER THE OFFER WILL SELL WITH MINIMAL EFFORT
- LEADS PEOPLE TO BUY OTHER PRODUCTS AND SERVICES FROM YOU
- EASY TO CREATE AND EASY TO SELL
- CAN OFFSET ADVERTISING/AFFILIATE EXPENSES

EXAMPLES OF DOORWAY DIGITAL PRODUCTS



- MINI COURSE
- E-COURSE
- CHECKLIST
- MASTERCLASS/WORKSHOP
- TOOLKIT
- TEMPLATES
- 3 TO 7-DAY CHALLENGE
- LIVE WORKSHOP
- PHYSICAL PRODUCTS

DELIVERABLES FOR DOORWAY DIGITAL PRODUCTS



- TUTORIAL
- DOWNLOADABLE
- PRINTABLES
- TEMPLATES
- PDFS
- PLANNERS
- TOOLKITS
- BUNDLES
- EXCEL SPREADSHEETS)
- TRELLO BOARDS
- CALENDARS
- SCRIPTS
- CONTENT IDEAS
- STEP BY STEP SYSTEMS
- TOOLKITS
- PACKAGES
- RECIPES

OR ANYTHING "DONE FOR YOU": ORGANISED INFORMATION/DONE-FOR-YOU FILL
IN THE BLANKS

7 STEPS TO GET IT DONE

STEP 1: DECIDE. DEFINE & OUTLINE



- SET YOUR GOALS
- NAME IT
- TYPE OF MINI-OFFER
- PRICE \$7 TO 97
- SET GOAL - #SOLD
- SET GOAL - #SUBSCRIBERS
- SET LAUNCH DATE

EXERCISE
DECIDE AND DEFINE
KEEP IT SIMPLE



CHOOSE YOUR TOPIC

NAME IT

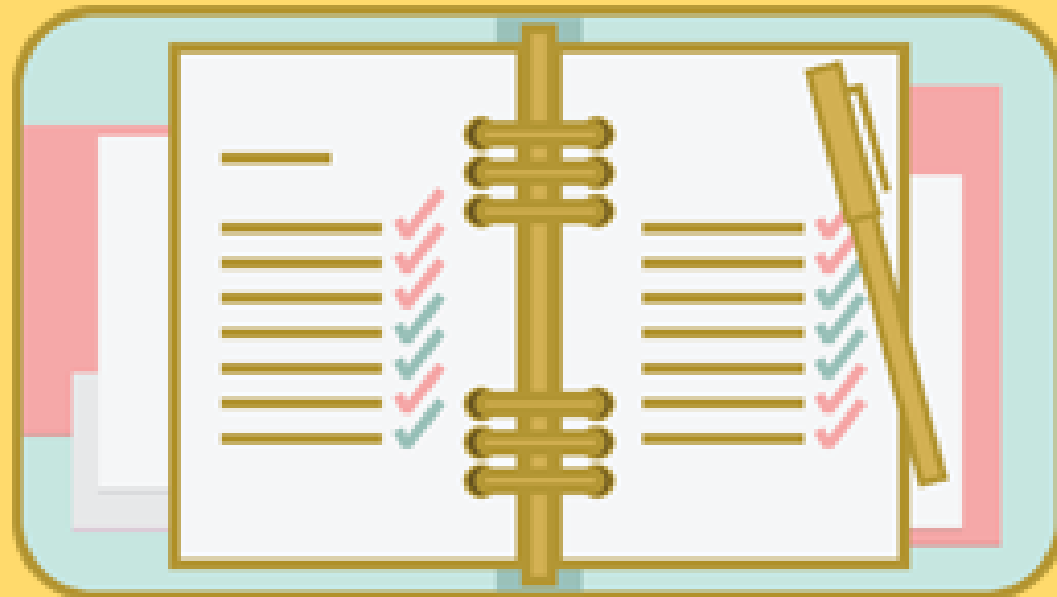
CHOOSE THE TYPE OF PRODUCT

ONE PAIN ONE PROBLEM

ONE SOLUTION

• CREATE & SELL YOUR MINI-OFFER

STEP 2: OUTLINE IT



OUTLINE YOUR COUSE
CHAPTERS IN A BOOK
STEPS IN A PROCESS
PIECES OF A PUZZLE

SELL WITH THE OUTLINE

USE THE POST-IT SYSTEM TO
CREATE AN OUTLINE

YOU WILL USE THIS OUTLINE
TO SELL YOUR COURSE

SEE INSTRUCTIONS FOR POST
IT COURSE OUTLINE METHOD
[AT THIS LINK](#)



STEP 3: ANNOUNCE IT



WEBINAR
WORKSHOP
EPIC BLOG POST
WAITING LIST
SOCIAL MEDIA POSTS

ANNOUNCE IT - OPTION 1



GO LIVE
BLOG POST
FACEBOOK POST
EMAIL

USE SCRIPT:
"I AM THINKING OF TEACHING A COURSE ON-----
----- SEND ME A MESSAGE IF INTERESTED"

WHEN THEY RESPOND, SEND DETAILS AND
PAYMENT LINK.

ANNOUNCE IT - OPTION 2

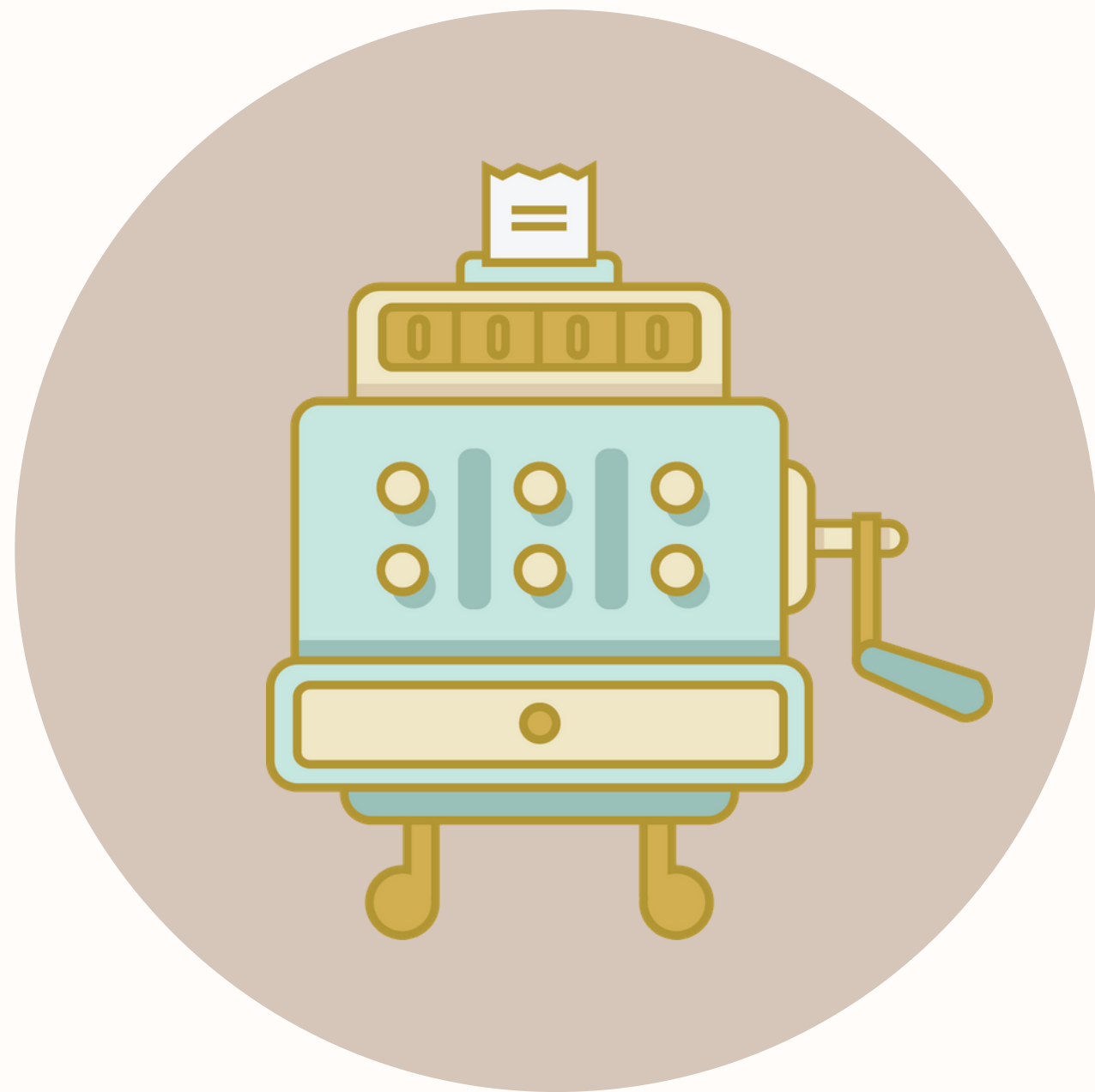


TEACH A WEBINAR OR WORKSHOP OR LIVE
BROADCAST

TEACH A PART OF THE COURSE, GIVE VALUE
INVITE ATTENDEES TO SIGN UP FOR THE
COURSE

SEND THEM TO A PAYMENT PAGE

STEP 4: VALIDATE IT



THE NUMBER OF RESPONSES TO YOUR ANNOUNCEMENT WILL GIVE YOU AN IDEA OF THE LEVEL OF INTEREST.

HOWEVER THE ONLY TRUE VALIDATION IS WHEN THEY MAKE PAYMENT.

IF UP TO 5 PEOPLE PAY THEN YOU HAVE A POSSIBLE WINNER THAT YOU CAN SCALE AND REALLY PROMOTE.

WHAT IF THEY DONT BUY?

THE POINT OF CREATING A MINI OFFER IS TO TEST WHETHER YOUR IDEA IS PROFITABLE WITHOUT SPENDING A LOT OF TIME AND MONEY.

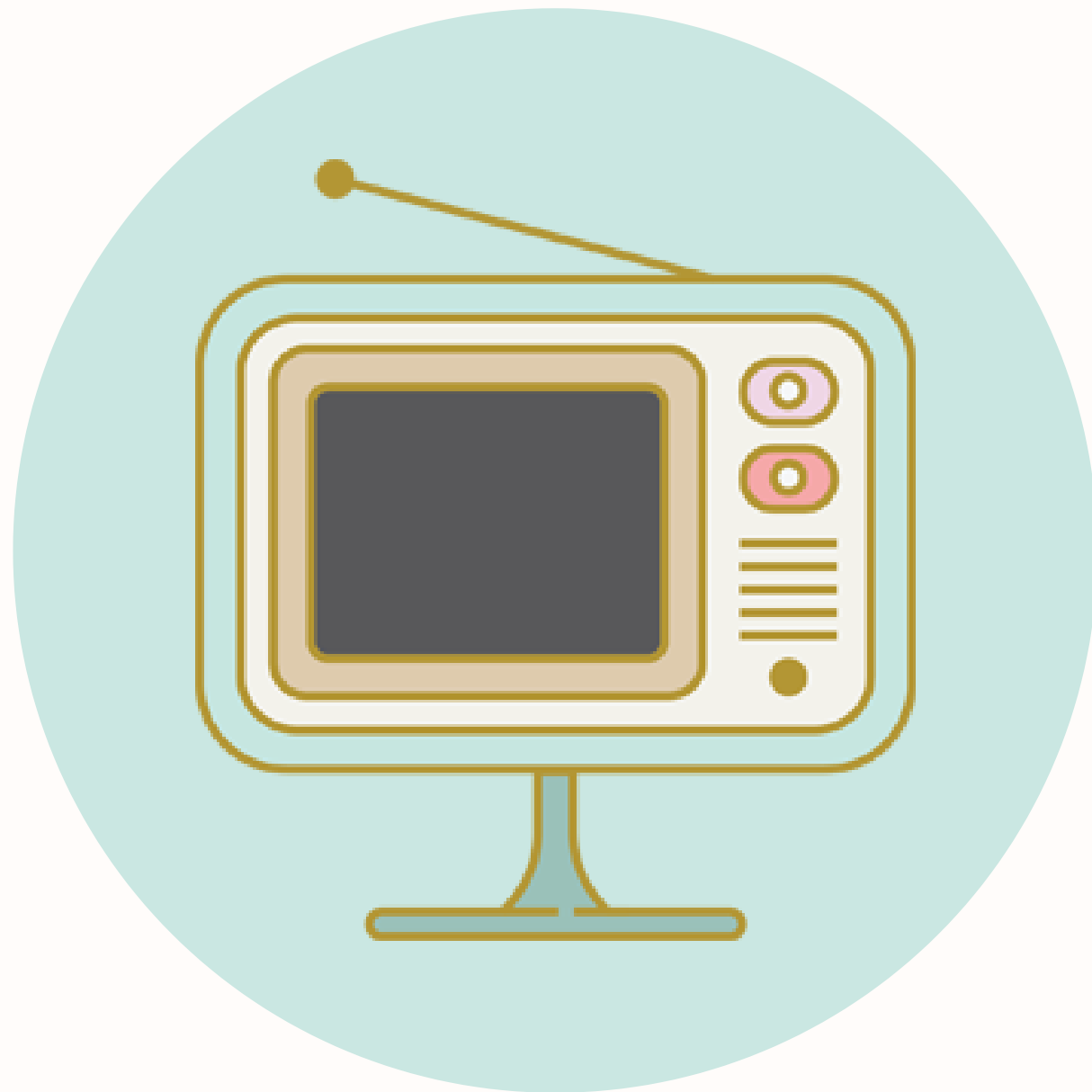
NO SALES IS STILL A RESULT THAT GIVES YOU GOOD INFORMATION AND MAY SAVE YOU THE TROUBLE AND TIME IT WOULD TAKE TO CREATE A PRODUCT.

IF NOONE IS BUYING, THE PROBLEM IS USUALLY WITH THE OFFER.

START BY TWEAKING YOUR OFFER, YOUR MESSAGING OR YOUR PRICE.

IF THERE IS STILL NO INTEREST THEN YOU MAY NEED TO CREATE A DIFFERENT OFFER ALTOGETHER.

STEP 5: DELIVER IT



ONCE YOU HAVE A REASONABLE NUMBER OF SIGN-UPS THEN GO AHEAD AND DELIVER THE PRODUCT.

EXAMPLE:

- TEACH IT LIVE WITH ZOOM
- SEND THEM THE DOWNLOAD
- ADD THEM TO YOUR FACEBOOK GROUP
- ETC

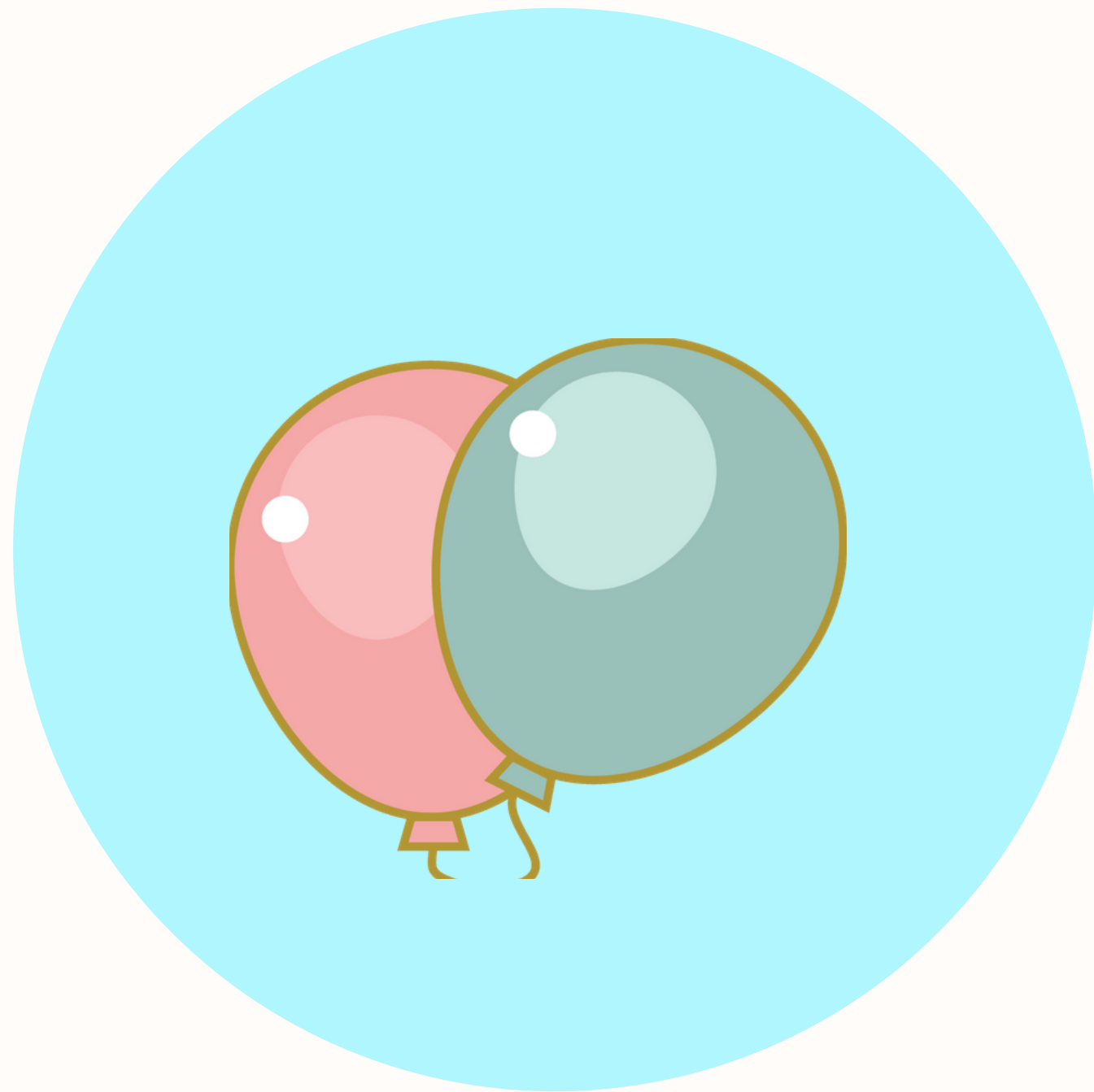
STEP 6: EVALUATE



TEACH IT LIVE
GET FEEDBACK

CHECK IF IT MET YOUR SET GOALS
DECIDE WHETHER TO REPEAT
DECIDE WHETHER YOU CAN IMPROVE THE
OFFER, THE PRICE OR THE CONTENT.

STEP 7: SCALE IT



REFINE IT

RECORD IT

BRAND IT

AUTOMATE IT

FULL-SCALE PROMOTION

INCREASE PRICE IF NECESSARY

OR

USE IT AS AN ENTRY PRODUCT TO CREATE

UPSELL OFFERS, VIP SERVICES OR

COACHING OR MEMBERSHIPS TO HELP

PEOPLE IMPLEMENT WHAT THEY LEARNT.

GET THE ACCOUNTABILITY, SUPPORT AND
FEEDBACK YOU NEED TO IMPLEMENT THIS
PLAN.

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