

Email Coaching Client

Product Creation Procedure

OBJECTIVE: Create a product by using Eric Graham's email coaching services.
(<http://www.ConversionDoctor.com/emailcoach>)

Step 1: Brainstorm Topics

- a.** Make a list of at least 10 potential topics or subjects
- b.** For each topic identify what you think is the main keyword or keyphrase people searching for information on that topic are likely to enter into the search engines.
- c.** For each topic/keyword combination, use Google's Keyword Tool to discover the approximate search volume for the keyword.
 - i.** Go to: <https://adwords.google.com/select/KeywordToolExternal>
 - ii.** Record the "Approx Avg Search Volume" for the top keyword for each topic.
- d.** Determine the competition for each topic/keyword combination using Google Adwords. (Competition is a good thing!)
 - i.** Search for the main keyword in quotes at Google. Example: "time management"
 - ii.** Count and record the number of Adwords advertisers there are for the keyword.
- e.** Look over your list of 10+ topics, keywords, search volume and Adwords competition and choose what you believe are the top 3 most promising topics.
- f.** Email me with your list of all 10 topics and data (keywords, search volume, competition numbers) and tell me your top 3 picks.
- g.** Based on my response to your email and recommendations, choose the topic you want to create a product about.

Step 2: Brainstorm product outline and questions

- a.** Search for any message boards or forums related to the topic.
 - i.** At Google search for: "keyword+forum" or "keyword+Message Board".
- b.** Read through some of the posts, comments and questions that are being discussed.
 - i.** Write down any common, reoccurring questions or topics.
- c.** Visit Yahoo Answers (<http://answers.yahoo.com>) and search for questions related to the chosen topic.
 - i.** Write down the questions that you want the product (or me) to answer.
- d.** Based on your research and your own thinking on the topic, brainstorm and identify 5 to 7 subtopics or areas within the main topic.
- e.** For each subtopic, brainstorm 3 to 5 specific questions (the more specific the better) to ask me. (Use many of the common questions you identified in steps 2a, 2b and 2c.)

- f.** Compile your list of subtopics and questions into a logically structured outline.
- g.** Email me your outline for my review, expansion and input.

- Step 3:** Begin sending me the questions.
 - a.** Email me each question 1 at a time.
 - b.** Ask for clarification or follow on questions to my answers if needed.
 - c.** If you are creating an audio or video product, ask me to record an audio or video version of any written, text based answers.

- Step 4:** Compile my answers to your questions into product.
 - a.** Based on the logical flow and outline we created together in step 2, compile my answers (text, audio or video) into your finished product.
 - b.** Email me your finished product (or a link to it) for review.
 - c.** If necessary, update the product based on my recommendations (or additional content I create for the product.)

- Step 5:** Congratulate yourself on finishing your product and send me an email asking for my “Email Coaching Client Salesletter Writing Procedure” to knock out your salesletter fast and easy (with help, guidance, critiques and rewriting by me every step of the way of course!)

Video URL: <http://www.ConversionDoctor.com/videos/rapid-products/>

For more information and to join my email based coaching program please visit:

<http://www.ConversionDoctor.com/emailcoach>