



CREATING YOUR INTRO PRODUCT/SERVICE

This is SUCH an exciting day because today we will create an online Intro Product that will MAKE YOU MONEY!

Today we're going to focus on creating a small offer called an Intro Product that your subscribers can buy, and then next week, we'll work on the all-important Sales Email Sequence to get that Intro Product sold!

Before we start, I want to communicate to you how important it is to not continuously pitch your subscribers. You will want to nurture the relationship first before selling.

However, I've found that if I offer a small, low-cost product (an Intro Product) in the first week my subscribers are with me, not only does it increase my sales, it helps take away the fear of buying my products later on.

First, what is an Intro Product exactly?

An Intro Product is a discounted, quick win type of product and relates very closely with your Freebie. The more closely related, the better it will sell.

An Intro Product is a small product that costs anywhere between \$3 and \$49.

For example, when I first started my email list, I created a small e-course offering to my new subscribers. It was a 2-week course that included a workbook.

Before pitching them, I sent them a Sales Email Sequence (my series was a series of 5 emails) to nurture the relationship.

The first time I did this, I didn't think that anyone would buy my products, but at the end of the 5 days, 25% of my new subscribers ended up buying the course! I was so excited!

I offered them a great discount if they bought the program before a specific date, which is always very effective.

The discount and the deadline for the discount was part of what made my Intro Product sell.

After I had ended that Sales Email Sequence, I continued to nurture the relationship with my subscribers and didn't sell to them again for a couple of months with my next product, a mid-priced product at \$299.

Since many of my subscribers had already bought my initial product, the second sale wasn't difficult to make.

So today, I want to help you create your mini-product, or "intro" product or "trip wire" as it's called.

One more thing... just make sure that your product and your Freebie are HIGHLY related. If they aren't the sale will be much harder to make.

YOUR INTRO PRODUCT

Intro Products, or Tripwire products as they are sometimes called can be SO EASY TO MAKE!!

In a moment, I'm going to share with you a few Intro Product ideas that you can create in a day or two for your email list. Which you can pitch to your new subscribers the first week they are with you.

Before we delve into that, I want to reflect back on your Ideal Customer.

The BEST way to build credibility and trust quickly, is to understand your customers better than they understand themselves.

Take a moment to consider your Ideal Customer. What are your Ideal Customers' deepest desires? What are their fears? What do they want more than anything?

And most importantly, why are you the solution to what they want?

Consider their Demographics. Again, demographics are the “dry facts” about your IC. The more details you provide here, the more information you can use to find this person using demographic tools such as Facebook’s Audience Insights or targeting options in Google AdWords.

Ideal Customer Psychographics Include These Subcategories:

- Ideal Customer Demographics Include the Following Subcategories:
- General (Age, sex, marital status, employment, etc.)
- Social Behavior (Where they hang out online, what clubs they belong to, etc.)
- Objections (why they wouldn’t buy from you).

Also consider their Psychographics. While Demographics describes the facts of your IC, Psychographics explains why they do what they do and why they buy. When you are clear on both their demographics and psychographics, it will be easy to attract them!

Ideal Customer Psychographics Include These Subcategories:

- Personality (Introvert/Extrovert, Kind, Persistent, Confident etc.)
- Values (Includes Attitudes, Values, Principles, Beliefs)
- Their Desires (Includes: Hopes, Dreams, and Aspirations).
- Their Fears (Includes Fears, Challenges and Pain Points).
- Spending Habits

As you move forward, creating your Intro Product, reflect back on these things.

If you have more than one Ideal Customer/Client, that’s ok. But you’ll want to target them ONE at a time. I recommend starting with the one you believe will be the easiest to sell to.

Alright, let’s continue on with some awesome Intro Product ideas!

EBOOKS

Ebooks make for great Intro Products. I've written over 30, and have made more than 6 figures on my ebooks alone in the past few years. They can be really easy to create as you can repurpose or expand on some current content.

Plus, they don't have to be hundreds of pages long. 30-50 pages is a great length.

While your reader shouldn't be able to find ALL the content for free on your site or blog, it's a good jumping off point, especially if you have a lot of related content or you've done a series of some kind.

P.S. Ebooks can easily be related to your Freebie too! For example:

Freebie: Meal planning sheets.

Intro Product: A cookbook.

Freebie: Marketing strategies cheat sheet.

Intro Product: Marketing strategies ebook.

REPLAYS

A replay can really be anything that you originally did live. The great part of this is that you can repurpose any live event over and over and over and use it in your email marketing to scale offers.

P.S. Live Events can easily be related to your Freebie too! For example:

Workshops (live training)

Paid webinars

Live multi-day challenges

You can package these things up in "course" format and re-sell them as your Intro Product!

There are several amazing platforms out there to sell your products, or you can have your own website. A few places that are great are: Kajabi, Teachable, and I also love Clickfunnels.

WORKBOOKS

Workbooks make GREAT Intro Products, especially if they are “companion” workbooks to whatever your Freebie is.

While your new subscriber should be able to see success with your Freebie alone, the workbook can take her success to the next level, all the while making it significantly easier.

This is why they have to be directly related. Whatever you’re teaching or showing them how to in your Freebie, make it actionable in the workbook.

What’s important to do is to distinguish the Freebie from the workbook. It should be made clear that these are 2 separate offers so you don’t confuse your new subscriber.

The reason workbooks convert so well is because the person has already signed up to solve this exact problem. Your Freebie will give them a clear overview of the issue and the Intro Product will directly solve that problem.

P.S. Workbooks can easily be related to your Freebie too! For example:

Freebie: 5-day email challenge.

Intro Product: Email challenge workbook.

Freebie: Makeover your confidence mini-course.

Intro Product: Makeover your confidence workbook.

Freebie: 3-day build a funnel challenge.

Intro Product: Funnel challenge workbook.

PLANNERS

Next up are planners! It's great if the planner is also related to your Freebie, making it a high converting Intro Product.

Just like workbooks, planners are actionable things that can help bring that Freebie success to another level and help your subscriber directly solve the problem they signed up to solve.

P.S. Planners can easily be related to your Freebie too! For example:

Freebie: 10-day gluten-free challenge.

Intro Product: The 10-Day Gluten-free meal planner.

Freebie: 7 tips to quickly and easily pay off your student loans faster.

Intro Product: The student loan payoff planner.

Freebie: Free sleep schedule for your new baby.

Intro Product: Sleep schedule + Routine planner.

STRATEGY GUIDES

The reason strategy guides work so well is that in general, people like things to be spelled out in a step by step manner.

Here's an example from my life:

OMG Building funnels is the worst! It's too much work, too confusing, and I do NOT understand this.

Ok, maybe I'll Google "Funnels" to see if there's an easier way.

Gah! I really don't have time to try to figure this all out!

Huh... would you look at that? A Freebie! The easiest and quickest way to build a funnel.

Intro Product: Strategy Guide for Funnel Perfect, this is PRECISELY what I was looking for and need! (Buy)

Whatever problem someone is trying to solve, offer them the solution and spell it out in a step by step process.

Customers are looking for solutions and to make things easier!

MINI E-COURSES

Now, you might have a big course that sells for hundreds of dollars. And I'm NOT saying you should lower the price of that and sell it for an Intro Product Price.

Why are these valuable? Well, people actually finish them! Big, expansive courses are valuable sure—but only if someone has the attention span to actually complete it.

Smaller courses can be a great discounted product that someone jumps on AND they can actually finish it!

Finishing a course and implementing the steps is the only way to actually see success. And when your subscriber sees success, he/she will feel great about you/your company because you facilitated that success. It's a win-win!

CHALLENGES

Challenges are great because they inspire implementation by “challenging” someone to take action.

Sometimes, these challenges are performed live with a mentor (you) to teach, answer questions, and offer the challenge.

You can re-sell this as your Intro Product by downloading the material, videos, Q+A, and whatever else was part of the live challenge, and putting it in course format (similar to the suggestion in the “Replay” section above)

TEMPLATES

Templates are GREAT because they provide a done for you solution. Again, I'm all about done-for-you solutions and making things as EASY as possible. I can't tell you how many templates I use on a daily basis. I love it because I simply make a copy and can use whatever the template is for.

Design templates in a variety of platforms (Microsoft office programs, Canva, Adobe, etc.) if it fits your background and your audience skill level (i.e. if your audience doesn't know Canva then it won't be a good fit)

Spreadsheet templates (Excel or google sheets)

Copy templates (fill in the blank type word documents people can use to customize the copy for themselves)

Powerpoints

Funnel Templates

A MEDITATION

I purchased a meditation once as an Intro Product. It was a meditation specifically for money mindset, something I struggled with early on in my career. Meditations can be GREAT intro products if they relate to your Freebie.

You can create a simple downloadable file and offer it as a supplement to your Freebie, and to help your new subscribers solve a problem.

SWIPE FILES

A swipe file is taking something that someone has already written and using it for yourself. The person that created the swipe copy is giving you permission to copy and paste something they wrote, personalize it to match you, your business, your product, etc. and use it.

Some ads will say, "Steal my script!" or "Steal my email sequence!"

Similar to templates, Swipe Files are a “done-for-you” product. Here are a few popular swipe file examples:

Pitch swipe file (the pitch you used to get new clients, sponsorships, partnerships, etc).

Launch swipe file (the launch sequence you used when you sold your last product or service).

Sales page swipe file (the copy you used on your sales page)

PATTERNS

This one will probably only be relevant to certain niches like seamstresses, crafters, knitters, and crocheters.

However, these do really well for a lot of people and you can even bundle together a bunch of your popular patterns for a better deal that is even more irresistible!

BUNDLES

Bundles are a great way to get more urgency on your discount, especially if you have a lot of smaller priced items.

With Intro Products, if you don't have something that's SUPER related (like a compatible workbook), the next best thing is a GREAT deal. Like 70-80% off.

So, if you have a bunch of \$10-25 products, and you bundle 2-3 of them together, you can offer the bundle for just \$7-\$20...

I mean seriously, how can anyone pass THAT up?

DISCOUNTED MEMBERSHIPS

This can be a REALLY great Intro Product, especially for someone already considering your membership and trying to decide if it's right for them. A steep discount on the first month can help them make that leap.

Then, if they LOVE it, they'll stick around and you get recurring monthly income. Win-win!

IMPORTANT: DON'T OVER-THINK YOUR INTRO PRODUCT

As I've stated before, Intro Products sell the best when they're directly related to your Freebie. But don't overthink it! It should be such a simple decision for people because they need to make it in a matter of seconds.

So just make it a no-brainer, either because it will help them implement what they already signed up for (your Freebie) or because it's such an amazing deal/discount.

And seriously, don't get caught up in perfect or spending days creating your Intro Product. We want it to be good, yes, but also, make it something small.

And just FYI, can use Canva to design and create almost ALL OF THESE Intro Products products easily and quickly!!

Bonus Tip: customers that buy from you once are more likely to buy from you again. Make sure your first impression is awesome and valuable!

YOUR INTRO PRODUCTS/SERVICES

Now we'll focus on creating your INTRO PRODUCT. Before we begin, let's take a moment to think back to the 8 Human Needs.

To help you increase sales, it's important to understand why our customers would buy products or services. When we know what our customers or clients want or need,

which problems we are helping them solve, and how their lives will be better after buying our products or services, sales will increase!

Just like with your email list, people don't buy a product or service just because. They buy them because they have a need or are looking for a benefit.

Let's review the eight different categories of needs that we as humans have, needs that motivate us to take action, specifically buying action. These eight categories offer the most clear understanding of why customers buy what they do and when they do.

1. Survival
2. Safety
3. Social
4. Status
5. Schooling
6. Spirituality
7. Self-Actualization
8. Self-Transcendence.

Not only do these eight categories explain why customers buy, these eight S's are the most efficient way of categorizing the real benefits you can offer a client/customer.

Remember... customers buy benefits.

Again, what motivates people to act? To behave as they do? To make choices? Why are we all motivated by different things? Why is the same person motivated by different things at different times?

Applying this understanding to our product development and can be extremely useful. Why? Because when we know what our ideal clients or customers want, we can 1) Create products and services that are a perfect match to what our ideal clients want/need, and, 2) We can use the same information to market and advertise it to them.

If you can master this formula, your sales will increase dramatically while also making raving fans of your customers and clients.

HOW TO CREATE AN INTRO PRODUCT/SERVICE THAT SELLS!

If you do it right, Product/Service creation has 5 phases.

1. Idea Creation Phase
2. The Detective Phase
3. Idea Testing Phase
4. Editing and Creation
5. Sales Email sequence, Selling and reselling

Let's jump right in!

1. Idea Creation Phase

The first phase is to create a Product/Service *Idea* that solves your Ideal Customers'/Clients' needs and gives them the benefit (need fulfillment) they are looking for. Remember, people don't buy products. They buy solutions or benefits, something that fulfills a need they have.

Let's say you are a life coach who wants to create a program to help someone gain confidence. This is a great idea! Many struggle with low self confidence and want to feel confident.

However, we have to dig deeper so your Ideal Client will *hear* you and not think twice about buying. But *why* do they want to feel confident? What *need* are they looking to fulfill? Here are a few reasons a potential customer/client might want to feel confident: "I want to feel more confident in dating." (Belongingness and Love Need) Or, "I want to feel more confident in my public speaking abilities because it will make me feel more looked up to." (Esteem Need).

When you discover your Ideal Customers'/Clients' "why," or which *need* they are trying to fulfill, you will have gained the knowledge necessary to communicate in such a clear way to your customer that they will buy from you without a second thought. One thing to consider: you might have nailed down your client's need for now. However, that might change as you enter the gathering information phase. Just keep an open mind!

On the next few pages you'll be brainstorming your Intro Product/Service Idea. We'll be brainstorming on names, benefit (which need they will have fulfilled), packaging, appearance, warranty, quality, etc.

What is an Intro Product/Services Idea that you would like to sell to the subscribers on your email list?

What is the product and what is the benefit or which of the 8 *needs* does it fulfill? Remember, it can fulfill more than one need!

Now, think of a specific idea for a product or service that you feel will solve your customers'/clients' *Needs* and that will give them the benefit they want and write it down.

Make sure to think of a need or problem that your Intro Product/Service is the solution to, or that it gives the benefit that the client/customer wants.

For example, let's say that someone wants to lose 15 lbs. in 2 months. What are they really wanting? The obvious answer is that they want to lose 15 lbs. in 2 months. But we need to know more details than that. Why do they want it? To feel good? Because they are going to a class reunion? Because they are pre-diabetic? Because they are going to be in a fitness competition? Because they are looking for a mate? What is their 'why' behind their weight loss? Are they searching for esteem? Safety? Love and Belonging?

LET'S CREATE YOUR PRODUCT/SERVICE IDEA!

Write down an Intro Product/Service you would like to offer:

Benefit/What Need Does it Fulfill?: What will the benefit of your Intro Service/Product be? Which of the 8 needs are you trying to fulfill (Survival, Safety, Social, Status, Schooling, Spirituality, Self-Actualization, or Self-Transcendence)?

Appearance/Design: What will be your Intro Product's/Service's appearance or design? Colors? Font?

Warranty: Will you have a warranty? Guarantee?

Quality/Brand: What will your Intro Product's/Service's quality or brand be? Upscale? Relaxed? Scientific? Spiritual? How will you want your client/customer to feel when they buy it?

Packaging: Will your Intro Product/Service come in specific packaging? Paper? Plastic?

PRICE

Price refers to the pricing strategy for products and services and how it will affect customers. Pricing doesn't just include the selling price. It also includes discounts, payment arrangements, credit/payment terms, or any other price-matching services offered. When you decide on pricing, it's important to consider the business's position in the current marketplace. For example, if your business is advertised as a high-end coaching, your pricing should reflect that.

Selling Price: What will be the *regular* price of your Intro Service/Product?

Discount: Will you offer discounts? If so, what is the discount and when will you offer it? Will there be early-bird discounts? Special promotions? VIP discounts? Will you offer previous customers referral bonuses?

Payment Arrangements: Where will people pay you? PayPal? Venmo? Stipe? By check? Through Facebook? Bank transfer? Cash? Will they pay up front? After?

Price-Matching: Will you price-match?

Will you offer payment plans? Credit options?

Once you have come up with a great idea for your Intro Product/Service, the next phase is detective work!

2. The Detective Phase.

In the detectie phase, it's time to find Intro Products/Services that are similar to yours and compare them. Make sure to keep an organized record of what you learn. This will come in handy later. Many think comparing and competing is bad. Entrepreneurs who

are set on succeeding, however, know that comparing and competing is a *great* thing. Why? Because you have the advantage of learning if there's a viable market for your specific Intro Product/Service, and also learning what can be done better.

If you're creating a program, for example, you can search through a program directory (like Udemy) to see if a program like yours already exists. If you find a similar one, start taking notes.

Make note of how popular it is and jot down what people are saying about it. Also write down what people like and don't like about it. What do they want more of or feel is missing? Ask, "Is the length good? What is the title? The price? The branding? Who bought this program? Men? Women? Can you tell their ages?"

Also, try and read between the lines, their psychographics. Can you tell people's personalities? If they have certain values or aspirations? What their desires/fears are? What hierarchy of need they are trying to fulfill? Make sure to pay attention to EVERYTHING you can. These comparisons will help you to create a better version of what's already out there. Asking these questions will help you create a better version of what they are already getting.

DETECTIVE FINDINGS

Where: Where did you find similar products/services? What are the price points?

What are some competitor brandings?

What are some of your competitor prices?

Who bought the Intro Product/Service? Men? Women? Age range? Moms? Be as specific as you can.

What are the customer's/client's psychographics? Can you tell people's personalities? Character? Do they have certain values or aspirations? What are their desires/fears? Can you tell which hierarchy of need they are trying to fulfill?

Did buyer leave comments/reviews? Good? Bad? What would they like to see more of? Less of? Was the program too long? Too short?

Is there anything else noteworthy about the buyers?

After you have compared a few Products/Services to your idea, it's time to go back to the drawing board, and tighten up your Intro Product/Service Idea. Go back to your initial notes and compare. Tweak it, edit it, make it better, more targeted toward specific needs.

Then complete the following:

PLACE

Place refers to where your Intro Product/Service is seen, made, sold, or distributed. In essence, place decisions are associated with distribution channels and ways of getting the product to customers/clients.

It's important to consider how accessible the Intro Product or Service is and ensure that customers can easily find you. For example, you may want to provide your products/services over an e-commerce site/website, or through a third-party distributor.

A few great places to sell online e-products (great for courses/ebooks/trainings):

Kajabi

Udemy
Teachable
Clickfunnels
Thinkific
Learnwords
Podia
Your Website

A few great places to sell physical products:

Shopify
Wix
Big Commerce
Square Online Store
Your Website
Etsy

Pick one distribution channel: Website? Facebook group? Kajabi? Shopify? On 3rd party sites such as Amazon?

Logistics: What is the physical place of your Intro Products/Services? Will they each have their own page? How will you get your Intro product/service to your client?

Service Levels/Contracts: Service levels and contracts help the involved parties to understand the level of service quality.

Location: If you are in the service industry, will you utilize Facetime? Phone? Zoom? Where will your Intro Service be provided? If you have physical products, will you ship to their home?

Market/Niche Coverage: Which market/niche are you focusing on? There are two basic markets you can sell to: consumer and business. Is your niche a specific gender? Have a specific income? Are they world-wide or in a specific country? Are they dog-owners? Spiritual?

PROMOTION

Promotion refers to the activities that make the business or Product/Service more known to your ideal clients. It includes items such as sponsorships, advertising, and public relations activities. Since promotion costs can be substantial, it is important to perform a break-even analysis when making promotion decisions. It is important to understand the value of a customer and whether it is worth conducting promotions to acquire them.

Sponsorship/Partnership: Will you look for sponsors? Will you have partners?

Advertizing: Where will you advertise? How will you get your product seen? (Facebook, Instagram, Pinterest, etc.)

Public Relations Activities: Public relations describes the actions a business or organization takes to shape perceptions of its brand and develop relationships with its customer base, target audience, partners, and other important stakeholders. By using public relations tools and activities, you can convert potential customers/clients into buyers of your Product/Service by earning trust, establishing valuable relationships, and building brand awareness. PR tools are cost-effective, and can give you a greater degree of control than advertising campaigns. Consider using PR tools like to build your business's reputation and to sell products.

Media/News: Are you looking to get media coverage? If so, how can you make this happen?

You don't need to solidify anything yet. That will come as we test and get feedback. The next phase is Intro Product/Service Testing!

3. Intro Product/Service Testing

Once you have done your stealthy detective work and have tightened up your Intro Product/Service, it's time to test it to see if there is a viable market for it.

As you start sharing your idea, remember that you can continue to refine it, tweak it, and edit it. Don't spend too much time on this, though!

A tested Intro Product/Service Idea is a much more mature idea. In the process of testing it out, you'll quickly get feedback, honest feedback—sometimes harsh feedback. Some will give you a guttural response (especially complete strangers) and say something like, “That's the stupidest idea I ever heard.”

I know it's hard, but don't take it personally. Plus don't worry, most will be much kinder than that. Most will either give positive feedback or will say something like, “that's a nice idea... but have you thought about...?”

Here's the thing, the more you *share* your intro Product/Service idea, a) either the *better* that idea becomes (because you are tweaking as you go), or b) the more it becomes apparent to you that the idea is not a good one. So share your Intro Product/Service Idea with friends, family, people in your mastermind group, people in your community and even complete strangers!

Here are a few ways you can test your Intro Product/Service Idea:

1. Ask trusted friends/family to fill out surveys
2. Ask people in targeted Facebook Groups to give you feedback on your Product/Service idea.
3. Ask other entrepreneurs for honest feedback
4. Go to groups like Reddit and ask for feedback

Questions to consider: What is the ideal price point? What is the best name for my Intro Product/Service?

After you have done some detective work, you will have accomplished the following: 1. You will have discovered whether your Intro Product/Service is sellable, and 2. You will have a very clear vision of what your Intro Product/Service is and what the right market is for it.

4. Creating Your Intro Product/Service!

The next step is to create the Actual Intro Product/Service! If you feel you have a viable idea, and you have received good feedback from trusted sources, and you have buyers, this is the time to create the actual product/service.

If you need any help with this, please feel free to reach out to me! I can help guide you on clearly identifying your Customer's Needs, and help you create an Intro Product/Service that sells easily!

Write down an Intro Product/Service you would like to offer:

5. Sales Email Sequence and Selling and Reselling Your Product/Service!

I'm not going to cover this process here because in the following weeks, we will be going over how to write your Sales Email Sequences and also how to market and advertise your Intro Product/Service. So stay tuned!