



How to Beat Procrastination and Make a Better Digital Product That Sells Like Crazy

Congratulations on taking the first step to beating procrastination and getting your product DONE and SELLING.

We're sure you find our "**Beat Procrastination Method**" perfect for getting past stumbling blocks when it comes to creating a course, a high value printables package or any type of digital product. We keep things as SIMPLE as possible, all the while making it nearly impossible not to take action...if you are willing.

Because after all, getting it done will depend on you, but we've set up the blueprint to make it easy. This guide will walk you the basic steps and of course, if you need more help and templates, we cordially invite you to join the [Fast & Simple Course Creation Program with 30-Day Challenge](#).

Let's get started...

Most Product & Course Creation is Taught Backward

If you've ever been frustrated by the product or course creation process and found it hard to get things done and selling, it's truly NOT your fault.

Common wisdom has things backward. You start with the product idea & move directly to product development which can take a long time. When you do this, you're more likely to get stuck in this phase of analysis paralysis, or a perfectionism phase.

If this sounds familiar to you, you're definitely not alone.

And there is a way to fix it. We're going to put together a plan that doesn't give you much time to procrastinate or overthink things.

This method also built-in accountability to get it done.

It's also very customer-focused because in the end, that's what we want. We want to deliver something good to our customers and have happy, satisfied customers.

If that sounds good, let's dig into...

Our Reversed-Engineered Course Creation Method

To make our method work, you must understand that:

- **Technology should never be a barrier.** There are many platforms and tools to make it easy for you to sell a product or course. All of these have help files. They show you how to use them.

You don't have to know everything or dive into it all at once, just handle each thing as you come to it. You'll learn the technology as you go. Just start taking action. Our Fast & Simple Course Creation program also includes step-by-step instructions for the "Bare Bones" tech needed to set this all up.

- **The size of your audience doesn't matter as much as you might think.** We'll teach you how to improve your marketing skills so you can do more with fewer people in your audience.

Having a smaller very loyal fan base is oftentimes better than a mediocre large audience. This is especially true if your audience is on a platform that you don't own, like social media, where the platform company decides whether they want to show your content or not. Having 10,000 followers doesn't matter if the company filters your content.

So, stop worrying about the size of your audience and instead focus on creating a loyal audience that's going to follow you, that's going to seek you out, not just because you're in their stream, but because they want to know what you're going to do next. One of the ways to do that is to focus on your mailing list. Having your own audience keeps you from being a slave to those platforms.

So without further ado, here's our abridged method of product and course creation that beats procrastination AND gets you publishing more awesome products.

And remember, if you'd like more in-depth guidance for these steps and want a little extra accountability, we have you completely covered in our [Fast & Simple Course Creation Program](#). You get the step-by-step instruction, all the fill-in-the-blanks templates you need AND access to our 30-Day Challenge to get your product done and selling!

Let's run through this and get you started...

A quick overview of the steps:

- Step 1: Research Your Product Idea...It's Not As Scary As You Think
- Step 2: Keep Your Product Idea SIMPLE
- Step 3: Build Accountability - Tell Your Audience and Affiliates about Your Upcoming Product
- Step 4: Work on Your Sign Up Page AND Your Affiliate Page
- Step 5: Finalize Your Sales Page
- Step 6: LAUNCH – Allow People to Sign Up for Your Event

- Step 7: Develop and Deliver Your Product

Now let's dig deeper into each step...

Step 1: Research Your Product Idea...It's Not Nearly As Scary As You Think

Research is typically one of the hardest things for online business owners to do...research. They wonder if they'll get enough sales or if the idea will be popular.

This is an IMPORTANT consideration because you want to select a viable idea.

BUT the good news is, because our create products is so SIMPLE, you can consider new products a testing ground to learn about your audience and create better selling products as you gain experience. You can also expand and enhance your product as you get new customers who are willing to pay for what you provide.

In our method, each product follows this formula – Find a problem your audience is having and SOLVE it. It's as simple as that.

If you already have an audience, you can make a product based on the things they ALREADY tell you they are looking for.

If you don't have an audience yet, you can research to find what people need. There is tons of information out there that can help you figure this out and it's something we cover extensively in our [Fast & Simple Course Creation program](#).

What specific problem can you help your audience solve? Or what problem can you help a new audience with?

Step 2: Keep Your Product Idea SIMPLE

The key to a great product idea is to keep it simple. Create a product that solves a very specific, small problem. There is no need to create a complicated course or digital product that will take months to create when you make just as big an impact by keeping it simple.

Pick a problem and share your simple solution. You can do this in an hour long live session, perhaps accompanied with a simple workbook. No need to come up with complicated modules, a huge long ebook or anything resembling fully structured program.

Just meet with people who need your help and give it to them. That's it!

Examples of problems to solve...

- If they have trouble making a family budget, you show them how to create a family budget in a one hour live class. Plus, you can give them a simple budgeting worksheet to put their plan into action.
- If they are struggling with learning to cook simple and healthy meals, you can show them how to stock their pantry and offer simple cooking techniques that will make it easier for them to have healthy meals without too much work. Plus, you can give them a pantry list and some printable recipes so they can put their plan into action.

Delivering your solution in a simple and relatively short online session has numerous benefits...

First, when you meet with your customers in a live session, you create a bond with them.

Second, people are more likely to pay attention and take action in a live session than if they are watching recordings or reading documents on their own.

Third – it's super easy for you to deliver a high impact product with a relatively small time investment.

And most importantly, FOUR – when you make your product an online event, you can take registrations BEFORE you actually create the product to test out if your product idea is viable. You create the product when you deliver it. This is what our reverse-engineered method is all about.

Later on, you can take the recording of your session to turn it into a more comprehensive program...but for now, you're going to keep it straightforward.

How can you keep your product as simple as possible, while delivering incredible value to your customers? How can you change the way they look at their problem and give them tools to start making a difference in their lives?

Step 3: Build Accountability - Tell Your Audience and Affiliates about Your Upcoming Product

As soon as you have the product idea, tell your customers and affiliates about it and when it's going to be ready. By telling them now and giving them a date, you are committed and have built in accountability for yourself.

Most people wait until they are partially finished, or they don't give a date. That gives you an out, it gives you time to procrastinate or put it off indefinitely. We've ALL done this before, but now you can break that cycle.

If you set a date but find it is getting tough to meet, adjust the plan, not the date. If you can't be ready in time, you are likely complicating things somewhere. Simplify your plan and keep moving forward.

Who will you tell about your upcoming product and when will it be ready? What can you do to create buzz for your product?

Step 4: Work on Your Sign Up Page AND Your Affiliate Page

Now that you've committed yourself, it's time to make your sign up page. Again, you're not making the actual product yet. You're moving full steam ahead to get this done.

You'll create a sign up page for your customers...and at the same time, you'll be creating an affiliate page that will give your affiliates the tools they need to promote your product for you.

The Sign Up Page

By focusing on the sign up page, before you create your product, you get really focused on what your customers need. Making a successful sign up page, requires that you make an offer that your customers can't resist and through the act of doing that, you'll become crystal clear on what your product should include.

Doing it this way, you'll know exactly what your customers need and what your product should include. If you start with just creating what you think will be good, you may skip that part in the thought process.

What are some things your customer need and what would they expect from a product like yours?

The Affiliate / Joint Venture Page

One of the best ways to get new students is have other business with audiences to share it for you...and that can be accomplished by offering a commission for sales. Your affiliates need to be informed well ahead of your product release, so it's important to get this step done quickly as well.

If you don't yet have affiliates yet, you can start building those relationships and talking to other working in your niche. Promote someone else's product first. Then let them know about yours when you've brought them some customers.

As you create copy-and-paste promotions for your affiliates, think about what their unique audience needs as well. Come up with different angles and different ways to promote the product. All this is helpful to your affiliates, but will also help you structure a better offer and ultimately, create a better product.

Step 5: Finalize Your Sales Page

When finalizing the sales page, consider the uniqueness you bring to solving the problem.

Add testimonials from people you've helped. They don't have to have used the exact product. Just be transparent. Maybe say something like "here's feedback from people I've helped in the past with similar issues."

When asking for feedback, you can ask customers "How have I helped you?" It doesn't have to be specifically about a specific course or problem. This also helps you understand what your customers need from you, because they're telling you, "This is what I really appreciate about what you do." You can build that into the way you structure your product.

Throughout the launch, you can add to and improve the sales page, based on the feedback that you get. Sometimes you get customers asking questions so you might decide to answer those questions on the sales page, in an FAQ section.

How can you collect testimonials, even if this is the first time you're delivering this product?

Step 6: LAUNCH – People Sign Up for Your Event

Okay, buckle up...it's time to LAUNCH your product you haven't even made yet. This way you can get PAID to create your product AND see if it's truly a viable idea.

Plus, once you have sign ups, you'll have no choice but to deliver your product as promised. The alternative is, if you don't get enough sign ups, you can cancel the class and process refunds. BUT, even if you have a small sign up for your first course, it will allow you to practice all aspects of marketing and product creation, so you get better at it over time.

Your sign up page is ready and you can refine it as you learn the questions your potential customers have. It's also time to use various buzz tools by releasing content that will help build interest in your offer. [The Fast & Simple Course Creation program](#) covers audience building and leveraging buzz tools at great length as well.

How will you create buzz for your event and encourage sign ups?

Step 7: Develop and Deliver Your Product

Okay, now that you have sign ups, you have no choice but to deliver your product. If you're running an online event, you can use a tool like Zoom, GoToWebinar or use a FREE private Facebook Group and run a livestream there.

All you need is a simple slide show, a simple script or notes...and DELIVER!

If you're nervous about speaking or not sure how to create a presentation, we cover that in the [Fast & Simple Course Creation program](#). We're not polished speakers ourselves, but we understand that our audience loves to hear from us because we help them solve problems. Your audience wants to learn from you as well. They don't care how polished you are...they just need help to solve their problems.

What will you cover in your presentation? What simple printables could you give your customers to provide a more meaningful action-oriented experience? Worksheets, checklists, templates can be very simple, but powerful tools.

Need Help? Join Our Fast and Simple Course Creation with 30-Day Challenge to Get Your Product Done and Selling



Our best selling program of the year is back...bigger than ever!

We've added tons more value and practical hands-on help, so that you can launch your next course...OR turn the course or printables you already launched into a bigger and better revenue stream.

In addition to the in-depth lessons, templates and tools, we've also added some new exciting additions:

- 30-Day Course Creation Challenge...plus ongoing support through our private group.
- Quick-Start Notes and Action Plans for ALL the Core Lessons
- Periodic Live Study Sessions and Accountability Groups

There just simply aren't any more excuses to not get 'er done!

[Click here to join us now.](#)

We're here to help you each step of the way.

To your success,



Alice Seba and Yusef Kulan
Your Partners in Easy Product Creation