

# DIGITAL PRODUCT CREATION

PLANNER

CREATE THE DIGITAL PRODUCT  
OF YOUR DREAMS

# CONTENT

## 01. NAIL YOUR NICHE

Do a details skill audit and figure out what your zone of genius is. This will help you to find a course topic you are passionate about that is also profitable.

## 02. YOUR DREAM STUDENTS

Create your dream client avatar so you have a detailed understanding of who you are wanting to attract and how you are going to do it.

## 03. OUTLINE & ACTION PLAN

Plan your course, outline your lessons and put together the skeleton of your course so you have an action plan on paper ready to start filming.

## 04. THE DETAILS

Go into detail about how your course will actually look - pinpoint the course name, price, the way you will deliver it to your students and the platform you will upload it to.

01

NAIL  
YOUR  
NICHE

# YOUR WHY

What is the reason you want to create your course? There is always a 'why' behind the things we are called to do - write yours down!

THE MAIN REASON I WANT TO CREATE THIS COURSE IS...

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## Some ideas

- Want more time and freedom
- Want to work from home
- Want to expand my impact
- Scale my business
- Change career
- Spend more time with my family

# LET'S GET STARTED

Do you need anything to get started? What do you need to learn, buy or figure out so you can launch your course?

Learn

Buy

Figure Out



# 1. SKILL BRAIN DUMP

Think about everything you can do! You will probably surprise yourself with how much you know!

Tick what you can do and list the skills unique to you.

<input type="checkbox"/> Writing	<input type="checkbox"/> Goal Setting
<input type="checkbox"/> Community Building	<input type="checkbox"/> Mind Set
<input type="checkbox"/> Social Media	<input type="checkbox"/> Teaching
<input type="checkbox"/> Canva	<input type="checkbox"/> _____
<input type="checkbox"/> Illustration	<input type="checkbox"/> _____
<input type="checkbox"/> Graphic Design	<input type="checkbox"/> _____
<input type="checkbox"/> Creativity	<input type="checkbox"/> _____
<input type="checkbox"/> Marketing	<input type="checkbox"/> _____
<input type="checkbox"/> Instagram	<input type="checkbox"/> _____
<input type="checkbox"/> Facebook Groups	<input type="checkbox"/> _____
<input type="checkbox"/> Organisation	<input type="checkbox"/> _____
<input type="checkbox"/> Microsoft Excel	<input type="checkbox"/> _____
<input type="checkbox"/> Video	<input type="checkbox"/> _____
<input type="checkbox"/> Photography	<input type="checkbox"/> _____
<input type="checkbox"/> Presentation	<input type="checkbox"/> _____
<input type="checkbox"/> Tech Skills	<input type="checkbox"/> _____

## 2. YOUR 6 TOP SKILLS

Tick three skills you feel are your super powers / strengths

Tick three skills which really light you up

### 3. SKILL AUDIT

List the 6 skills you have mentioned on the previous page - add them to the matrix below  
 Now rate each column out of 10, 10 being the highest, 1 being the lowest.

**Strength score** - how skilled you feel you are at something  
*Skills you feel are your strength earn a higher score.*

**Light up score** - how much joy doing that thing brings you  
*Skills that bring you the most joy earn a higher score.*

**Time score** - does this skill take a lot of time to produce a product  
*Quicker, high output skills earn a higher score.*

**Perceived value score** - how valuable that skill is  
 (tip: don't be modest, try and imagine you are scoring a friend)  
*Skills which are perceived as high value, earn a higher score.*

**Audience score** - if you have a business, does your current audience need this skill  
*An established audience you can sell your skill to earns a higher score.*

**Barrier to entry** - whether you require an investment of capital, additional training needed to do this skill  
*Skills which have a low barrier to entry, earn a higher score.*




SKILL	STRENGTH SCORE	LIGHT UP SCORE	TIME	PERCEIVED VALUE	AUDIENCE	BARRIER TO ENTRY	TOTAL
_____	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
_____	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
_____	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
_____	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
_____	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
_____	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
_____	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>


**MY HIGHEST SCORED SKILL IS...**

# VALIDATE


Use some of the below methods to validate your offer and put your head to the group to figure out what people really want.




Email a survey to your list to find out their current struggles and painpoints




Ask to zoom with a couple of ideal clients and just chat with them about their struggles



Use keyword dominator to look up trending search terms on Youtube



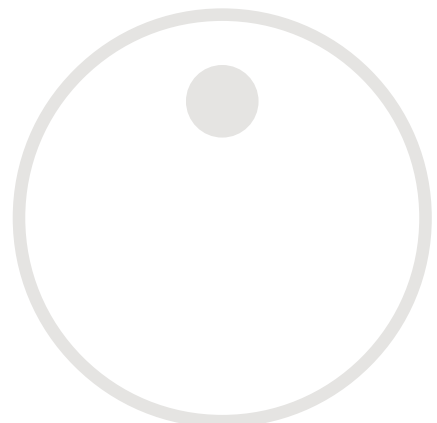
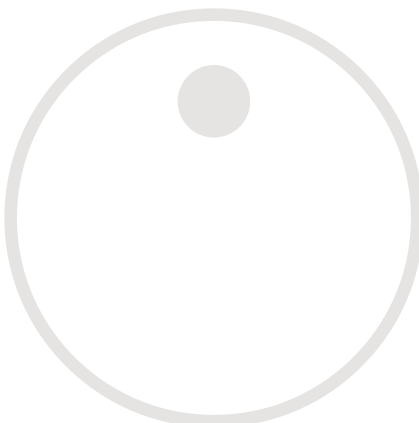
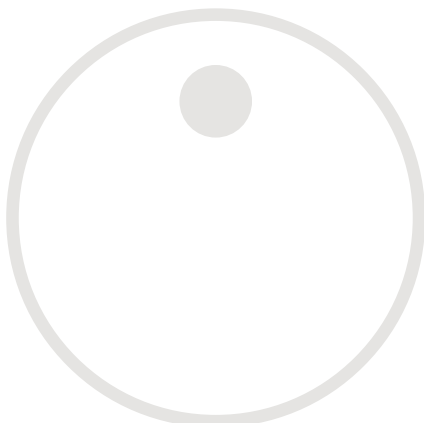
Use Pinterest Trends to look at what people are currently searching for



Join Facebook groups and put up a poll asking about what people are struggling with



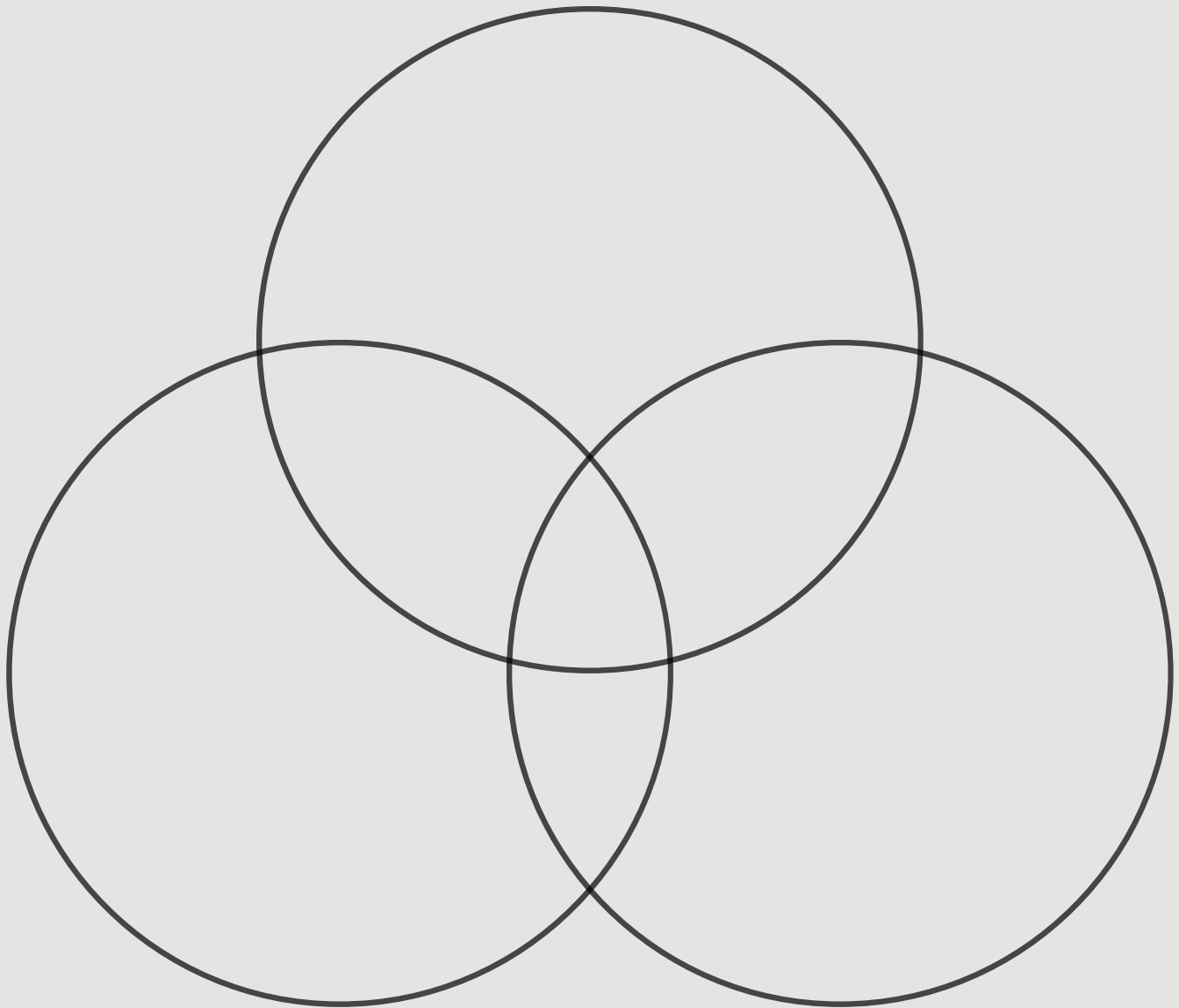
Join Facebook groups and listen to the questions people are asking



# SKILL PASSION PROFIT

Write down your skills, passions and tasks you know are profitable. Are there any overlaps?

PASSION



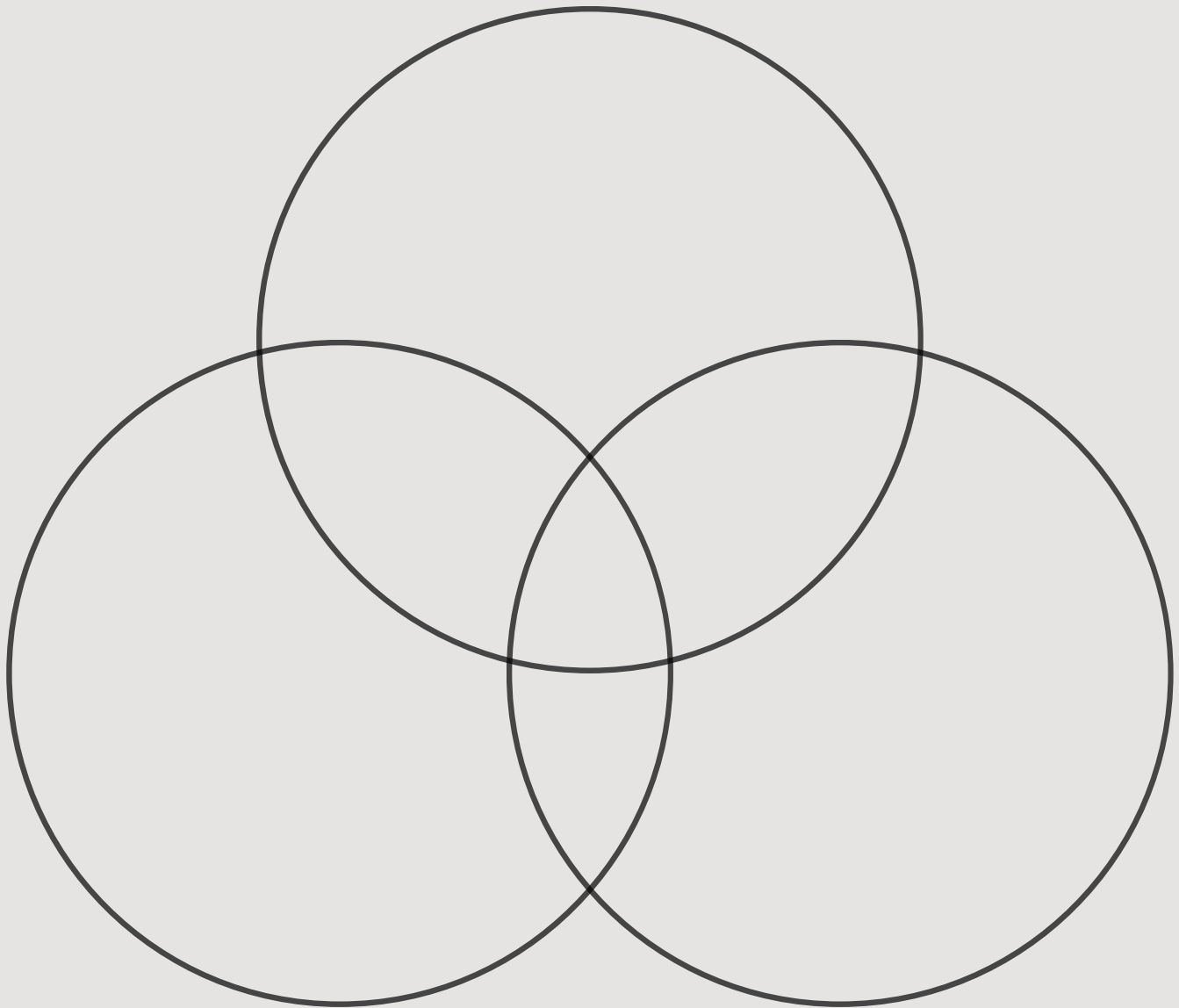
SKILLS

PROFIT

# AUDIENCE

Now think about your audience and their dreams, perceived value and skillset. Are there any overlaps that stand out?

DREAMS



PERCEIVED VALUE

SKILLS



# COMPETITOR ANALYSIS

WHO ARE YOUR TOP(3) COMPETITORS?	WHAT ARE THEY OFFERING?

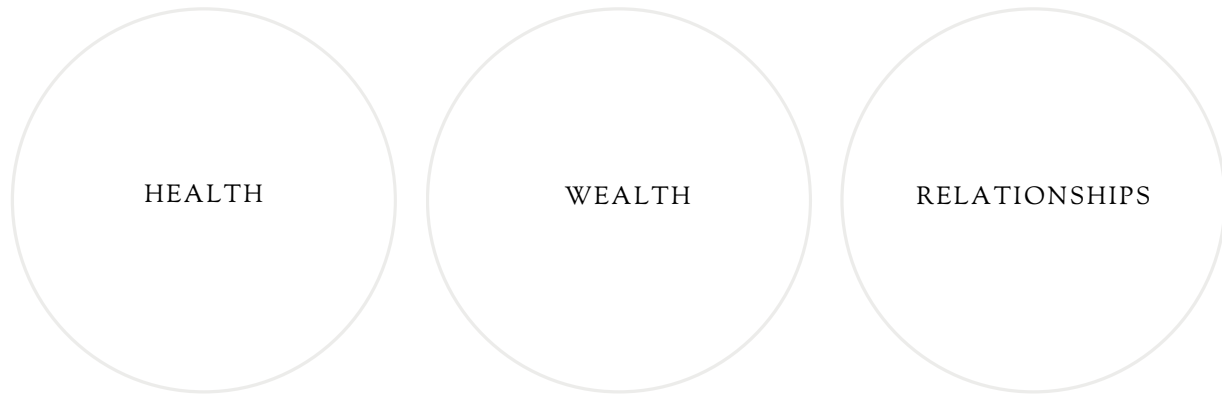
WHO ARE THEIR STRENGTHS AND WEAKNESSES?	
Strengths:	Weaknesses:

HOW ARE THEY REACHING THEIR CUSTOMERS?
Are they reaching new customers through ads, youtube content, blog posts etc. how did you find out about them?

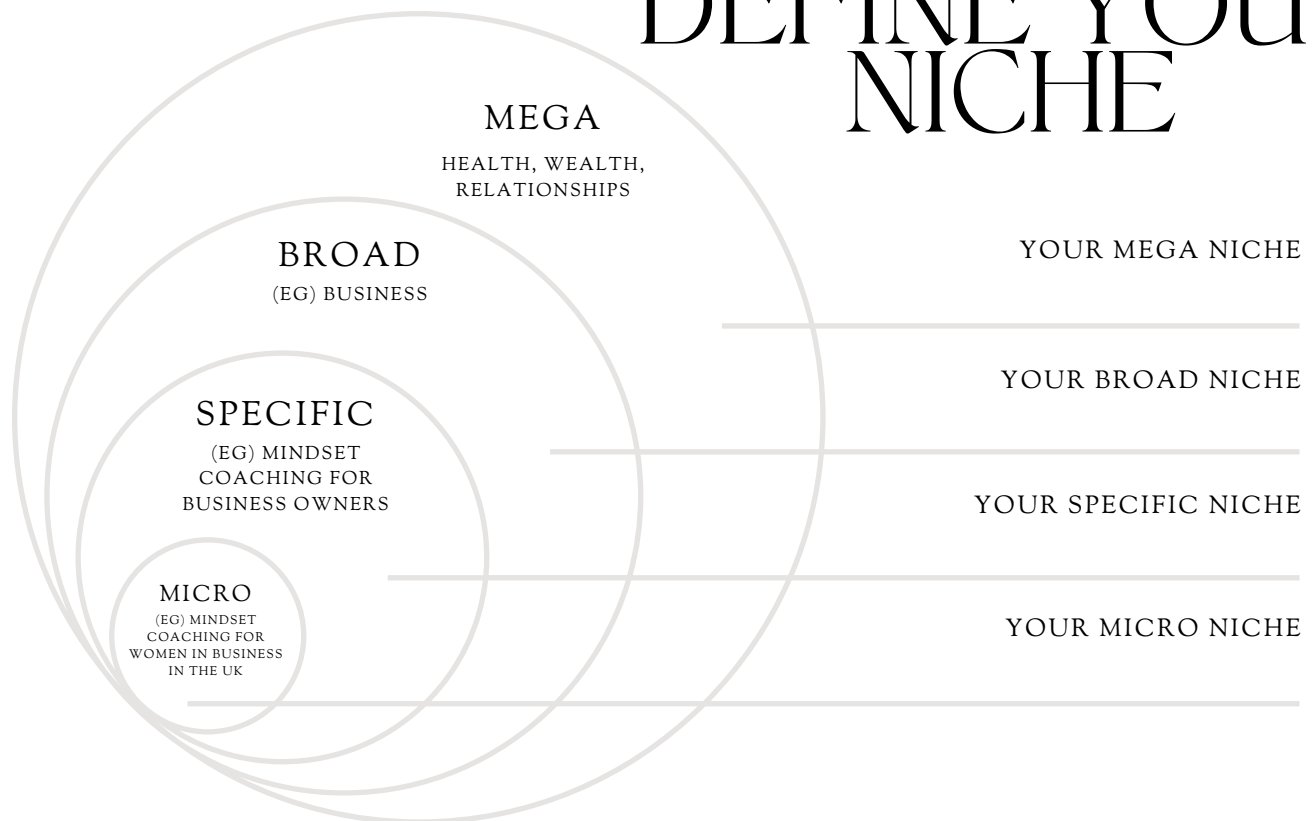
WHAT IS YOUR COMPETITOR PRICING?

# THERE ARE 3 CORE MARKETS

WHICH OF THESE WILL YOUR COURSE FALL INTO?



## DEFINE YOUR NICHE



02

YOUR  
DREAM  
STUDENTS

# YOUR DREAM STUDENT

Let's get a really clear idea of who your dream student is.

WHAT ARE THEY STRUGGLING WITH?

WHAT ARE THEY STRUGGLING WITH?

HOW CAN YOUR COURSE HELP THEM?

HOW CAN YOUR COURSE HELP THEM?

WHAT INSPIRES THEM?

WHAT INSPIRES THEM?

WHERE CAN YOU FIND THEM ONLINE?

WHERE CAN YOU FIND THEM ONLINE?

# PROBLEM & SOLUTION

Think about some problems they may currently have, how can your course help fix them?

01.

PROBLEM



SOLUTION



02.

PROBLEM



SOLUTION



03.

PROBLEM



SOLUTION



# OBJECTIONS

Pretend you have finished your course and it's waiting for your students.  
What objections would stop them from purchasing?

01.

OBJECTION



SEVERITY

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1	2	3	4	5

With 1 being not severe, 5 being very severe

02.

OBJECTION



SEVERITY

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1	2	3	4	5

With 1 being not severe, 5 being very severe

03.

OBJECTION



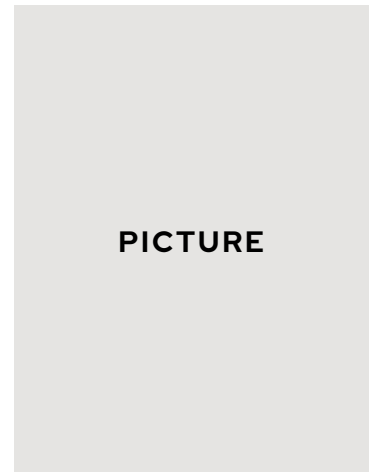
SEVERITY

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1	2	3	4	5

With 1 being not severe, 5 being very severe

# STUDENT OVERVIEW

<b>NAME:</b>	
<b>GENDER:</b>	
<b>JOB TITLE:</b>	
<b>DREAM JOB TITLE:</b>	
<b>AGE:</b>	<b>LOCATION:</b>



**WHERE CAN YOU FIND THEM ONLINE?**

**BUDGET**

\$    \$\$    \$\$\$    \$\$\$\$

**HOBBIES**

**OBJECTIONS**

03

OUTLINE

&

ACTION

PLAN



# GET ORGANISED

Now try to divide your ideas in 6 - 8 categories - ideally in order of how you want to teach them.

01.

02.

03.

04.

05.

06.

07.

08.

Notes

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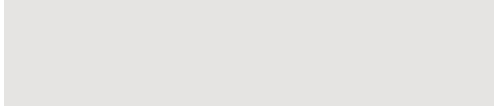
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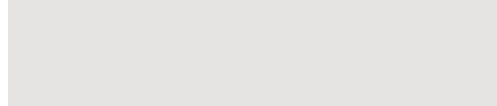
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# THE BREAK DOWN

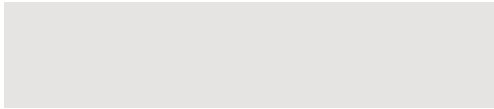
MODULE 1



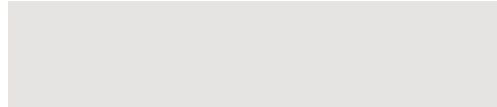
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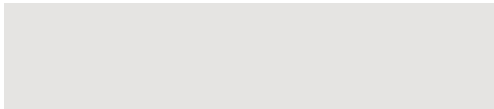
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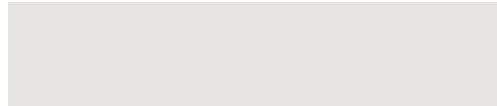
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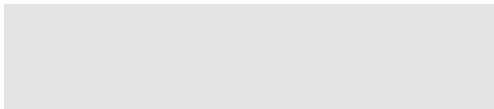
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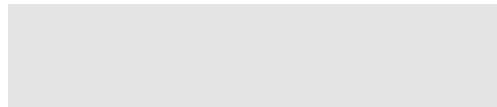
MODULE 6



MODULE 7



MODULE 8



# TRANSFORMATION

Courses need to flow, not be overwhelming and offer a transformation.  
Using the graph below, plan out your modules and give them a name.

Module <b>01.</b>	
What you will cover	Transformation



Module <b>02.</b>	
What you will cover	Transformation



Module <b>03.</b>	
What you will cover	Transformation

## Module 04.

What you will cover

Transformation



## Module 05.

What you will cover

Transformation



## Module 06.

What you will cover

Transformation



# THE SUMMARY

Break down your modules in 4 lessons + x1 intro and x1 outro

MODULE:
INTRO
L <sub>1</sub>
L <sub>2</sub>
L <sub>3</sub>
L <sub>4</sub>
OUTRO

MODULE:
INTRO
L <sub>1</sub>
L <sub>2</sub>
L <sub>3</sub>
L <sub>4</sub>
OUTRO

MODULE:
INTRO
L <sub>1</sub>
L <sub>2</sub>
L <sub>3</sub>
L <sub>4</sub>
OUTRO

MODULE:
INTRO
L <sub>1</sub>
L <sub>2</sub>
L <sub>3</sub>
L <sub>4</sub>
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# THE SUMMARY

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MODULE:
INTRO
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L <sub>2</sub>
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L <sub>4</sub>
OUTRO

MODULE:
INTRO
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L <sub>2</sub>
L <sub>3</sub>
L <sub>4</sub>
OUTRO

MODULE:
INTRO
L <sub>1</sub>
L <sub>2</sub>
L <sub>3</sub>
L <sub>4</sub>
OUTRO

MODULE:
INTRO
L <sub>1</sub>
L <sub>2</sub>
L <sub>3</sub>
L <sub>4</sub>
OUTRO

# OUTLINE YOUR LESSONS

LESSON NAME

PLAN

DELIVERY

- Video
- Email
- PDF
- Live

TASK FOR STUDENTS

WORKBOOKS & TOOLS TO CREATE

NOTES

Dotted grid for notes.

# GUEST EXPERTS

Including a guest expert in your course can add lots of value - do you have anyone in your network you could ask?

EXPERT	SUBJECT/BONUS NAME
	COST

EXPERT	SUBJECT/BONUS NAME
	COST

EXPERT	SUBJECT/BONUS NAME
	COST

# BONUS CONTENT

Bonuses can be a great to handle objections your potential customers might have - it's a great idea to include 3.

BONUS	NAME
	VALUE

BONUS	NAME
	VALUE

BONUS	NAME
	VALUE

04

THE  
DETAILS

# COURSE NAME

Bonuses can be a great to handle objections your potential customers might have - it's a great idea to include 3.

## IDEA BANK

Some ideas below to help you decide on a name for your course

Mastery

Game Plan

Society

Hub

Starter

Supercharger

Academy

Collective

Blueprint

University

Inner Circle

Impact

Bootcamp

Challenge

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YOUR FINAL COURSE NAME

# PRICING

Pricing your course can be hard! I recommend jumping in and researching what other creators are charging for their course.

Once you have an idea of that, break your course pricing into three irresistible offers.

PAY IN FULL (THE FULL FINAL PRICE)	

PAYMENT PLAN (+15% TOTAL)	
HOW MANY PAYMENTS?	OF HOW MUCH?

EARLY BIRD (DISCOUNT BY 10-50%)	