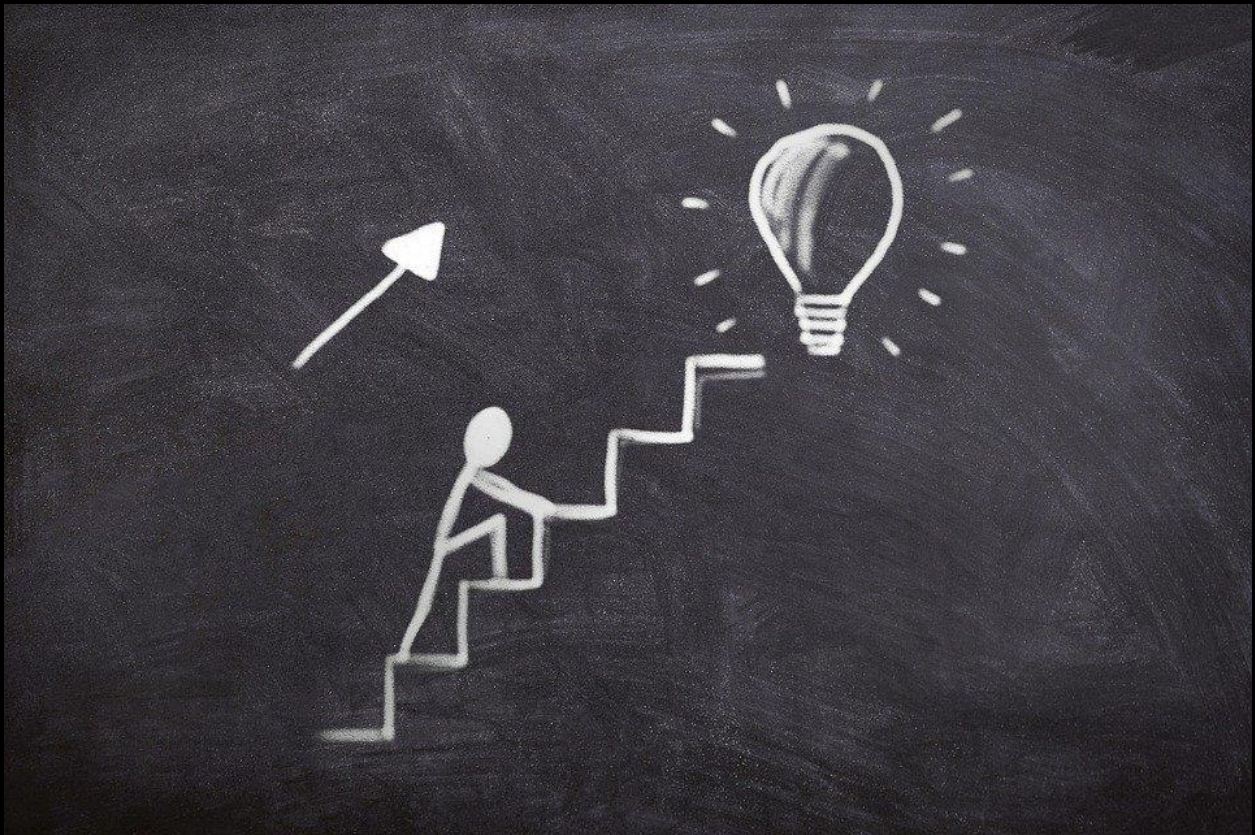


# Low-Content Product Bootcamp

Training Course



**Amy Harrop**

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# Introduction

Whether you have an existing business or are looking for ideas to start a new one, low-content products are a great way to attract revenue quickly. These products are easy to create, since they don't contain much written content, and you can get them on sale within a short period of time.

But don't confuse low content with low value. Items such as ready-made templates, workbooks, journals, and logs can be of immense value to a customer who wants to stay motivated and make progress in their business or personal life.

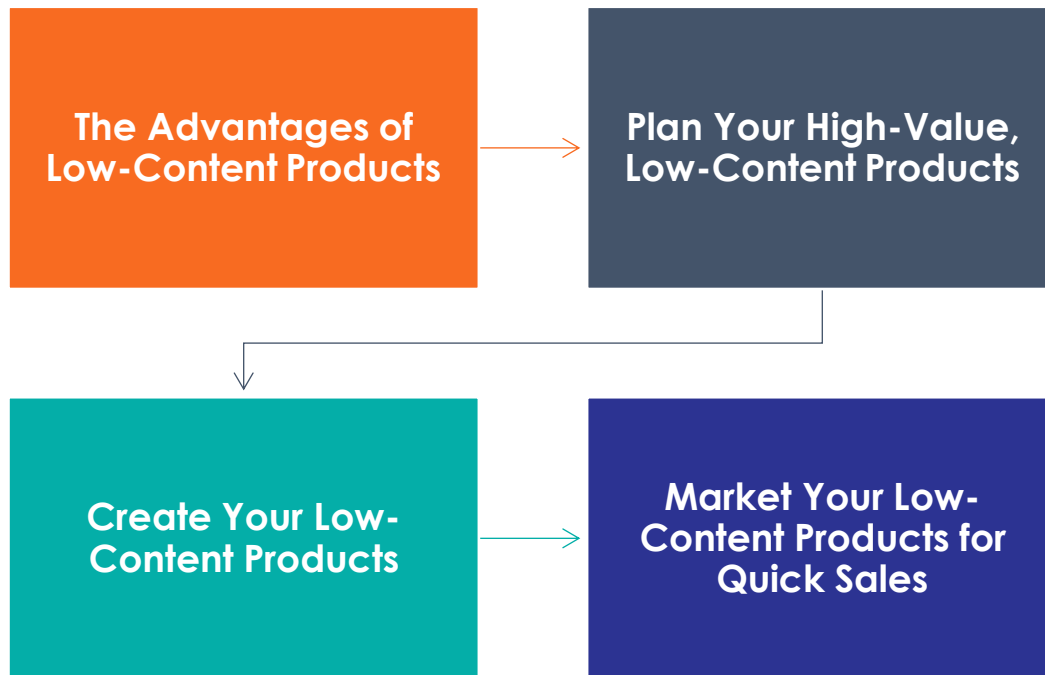
If you're a small business owner with a customer base, you can identify places to add low-content products within your existing offers. They will extend your product range, serve more people with valuable material, and bring in a new revenue stream.

If you're an entrepreneur seeking an idea for a new business, low-content products are an easy way to start. With these products, there's no need to create a great deal of content or have a complicated product development phase, which means you can build up your business quickly. Market to an audience on the lookout for such products and you'll generate revenue.

Whatever your situation, you can get started with low-content products today and have a new source of passive income in a few days.

In this course, you'll learn exactly how easy it is to create your first low-content products. You'll identify your target market so that your marketing hits the spot and generates sales. You'll go step-by-step through a simple process of product creation to create your first low-content product and market it for sale. By the end of the course, you'll have two more products in the pipeline, meaning that low-content products will already be part of the revenue stream of your business.

**Here is your roadmap through the course:**



**Learning Objectives:**

By the time you complete this course, you'll be able to:

- Recognize the types of low-content products that will work for your business so that they can become an important addition to your offers
- Estimate the revenue you can generate through low-content products so that you capitalize on the popularity of this revenue stream
- Plan the low-content products that will help your target market so that your audience can buy exactly what they need
- Create your first low-content product yourself so that you can start selling right away
- Develop an implementation plan for two more low-content products that clearly lays out your next steps

- Put in place a sales process that makes it easy for customers to buy your low-content product
- Create a QuickStart Marketing Plan you can use now to attract your ideal target market for your low content product
- Consolidate and implement your learning and plan future action steps so you can achieve the goals you set for this course

This course is broken down into 5 major modules and individual lessons to take you step-by-step through how to create quick low-content products for easy revenue.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them one at a time.

As you go through each module, use your Action Guide to help you complete the Action Steps at the end of each.

### **Expectations**

Before we start the course, take a minute to think about what you want to get out of it.

In the Action Guide, write down three skills you expect to gain.

Now that you're clear about what you want this course to deliver, we can get started.

# Module 1 – Advantages of Low-Content Products

The beauty of low-content products is that you can quickly put them together using existing content. No need to spend months or years creating content or drafting books for publication. In less than a week, you can complete and market a valuable product.

In this first module, you'll discover the types of low-content products that will work for your business to bring in more sales and estimate the revenue you want to generate through these products.

- **Lesson 1: Characteristics of Low-Content Products**
- **Lesson 2: How Low-Content Products Can Make You Money**

# Lesson 1: Characteristics of Low-Content Products

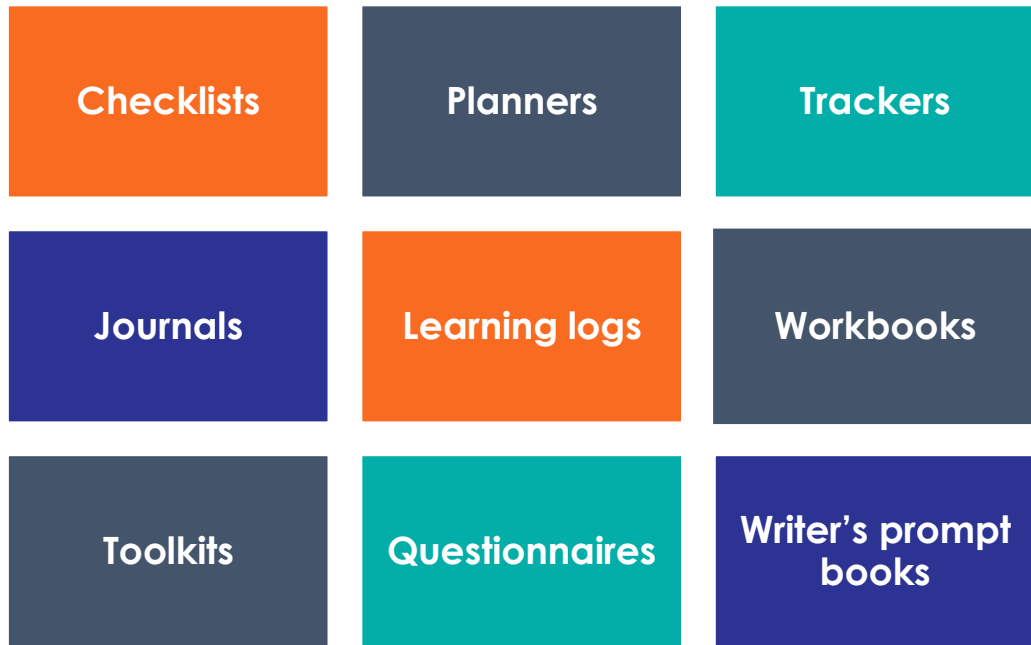
Low-content products are a great offer to incorporate into your business because they can be completed quickly, and you can see a direct return on your time investment. They're low cost and high profit, and they're simple to set up and sell.

Before you get started creating your first low-content product, you need to first think about the two key types of products that you can create:

## **1. Those related to ongoing work in an existing business.**

These products will help your current customers receive more benefits from what you already provide them. They may even be products you already have that you use with clients but could redesign and offer for sale. For example, if you're a coach working monthly with a client, you could create a journal that they complete after each session with their insights and thoughts to record their progress. Or, if you have a fitness business, you could offer progress charts for your students to complete to keep them motivated.

Here are some more examples:



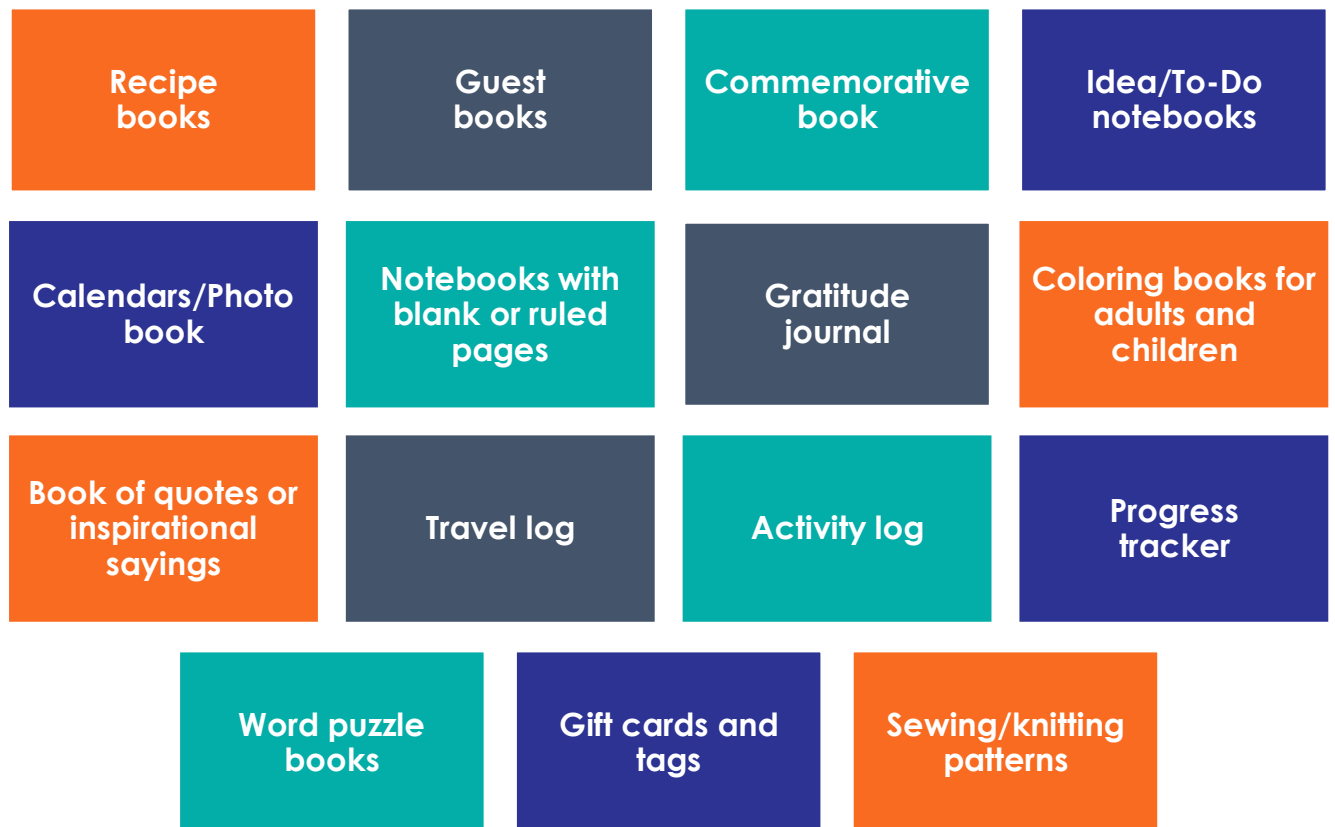
- Checklists (e.g., wedding organization, party planner)
- Planners (e.g., meal planners, financial planners)
- Trackers (e.g., goal tracker for weight loss)
- Journals
- Learning logs
- Workbooks
- Toolkits
- Questionnaires
- Writer's prompt books (e.g., journals that give the reader ideas for something new to write about each day)



## 2. Those that stand alone which can be the start of a new business.

The potential for low-content products is huge, as you can create products in any field for anyone with an interest in anything at all. For example, you could offer a hiking log for regular trekkers to record the trails they've completed. Or a book to commemorate a personal event like a wedding, birthday, or funeral. Or a downloadable piece of artwork that people can personalize their home or office.

Here are some more examples:



### ➤ Recipe books

- Guest books (e.g., a sign-in book for parties, weddings, funerals, etc.)

- Commemorative book to record a special event
- Idea/To-Do notebooks
- Calendars/Photo book
- Notebooks with blank pages or ruled pages
- Gratitude journal
- Coloring books for adults and children
- Book of quotes or inspirational sayings
- Travel log
- Activity log (e.g., walking, fitness log)
- Progress tracker (e.g., golf scores)
- Word puzzle books
- Gift cards and tags
- Sewing/knitting patterns

The limit is your imagination and your attraction to the topic.

## How To Provide Low-Content Products

Whatever option you choose from all the possibilities, it'll be made available to customers one of two ways:

1. Digital
2. Physical

## Digital Products

A **digital product** is one that's downloadable. They're sometimes called "printables." The customer receives a file to download which they can print from home, or have it printed by their local print shop. They can also use the document on their laptop or tablet if it's editable. This would be something like a spreadsheet, or a white label or Private Label Rights (PLR) product, such as a checklist or a form where customers can add their branding.

These digital documents are usually printable, such as a questionnaire or a workbook, which anyone who is used to word processing can create themselves.

Or, if you have the ability, you can create templates that are tied to specific software like the [Google Docs](#) suite (e.g., Google Slides, Google Sheets, and so on) or graphics tools like [Canva](#). For example, if you have great Canva skills, you can easily create a bunch of beautiful slideshow templates or social media templates to sell in different color schemes.

## Physical Products

A **physical product** is a paper-based item that you can hold in your hand and send through the mail. This applies to books like recipe books, guest books, fitness logs, and so on. It's laid out in a way that's highly attractive and encourages a person to fill it in by hand.

Of course, some low-content products can be sold for customers as either a digital download or as a physical product.

For example, an artist can offer water-color prints for sale as a product to get printed by a print shop or online printing service. They can also sell their prints as a physical product that they print, sign, frame, and send out through the mail. These products would be priced accordingly.

All this means is that there is infinite variety when it comes to low-content products and whatever you're interested in creating, you can do.

## What Works for You

Your choices will be dictated by your own personal preferences. You'll probably be drawn to some product types that appeal to you more depending on your business situation and what services you provide your customers. Think about the low-content products that would fit with your existing business or business idea.

There will be some types of products that you feel you would be better at creating. Consider which types of products play to your strengths by identifying what skills you have that you could use to quickly create a low-content product. For example, a person with a logical mind could create a product which encourages the user to make progress through a set of steps towards a goal. If you don't have a logical mind, then a diary or event book where users enter any information they want might be a better fit. If you already have strong design skills, then you could create a great-looking product without outside help.

Here are some brainstorming questions to help guide you:

**Are you good at layout?**

**Are you good at design?**

**Are you artistic?**

**Are you passionate about a particular topic(s)?**

**Do you have a particular interest in a topic that you want to share with others?**

**Are you knowledgeable about a particular topic(s)?**

**Are you good at asking searching questions?**

**Do you have a logical mind?**

**Are you good at spelling, grammar, and proofreading?**

- Are you good at layout?
- Are you good at design?
- Are you artistic?
- Are you passionate about a particular topic(s)?
- Do you have a particular interest in a topic that you want to share with others?
- Are you knowledgeable about a particular topic(s)?
- Are you good at asking searching questions?
- Do you have a logical mind?
- Are you good at spelling, grammar, and proofreading?

### **Action Steps:**

1. Write down the types of low-content products you would enjoy creating and would match with your business (e.g., ongoing or stand alone, digital or paper-based, templates or books).
2. Analyze your skills and identify the products you would be best suited to creating.

## Lesson 2: How Low-Content Products Can Make You Money

### Why Low-Content Products Sell

Most people need some help organizing, planning, and motivating themselves. Many enjoy purchasing low-content products to make these tasks easier and more enjoyable. These products provide valuable ways for them to achieve their goals and to feel fulfilled and happy.

Yes, there are plenty of phone apps available to help people keep track of their tasks and projects, but many people appreciate the satisfaction of crossing something off a to-do list or entering a note in a book. You can tap into this preference by providing a digital or paper-based product.

Here's a round-up of the main reasons low-content products sell, sometimes in vast numbers:

- 
- People like completing activities**
  - They feel they're achieving something**
  - They like recording and measuring progress**
  - They save time and money by using something that's ready-to-use, such as a downloadable template**
  - They like to give personalized low-content products as gifts for friends and family**

- People like completing activities
- They feel they're achieving something

- They like recording and measuring progress
- They save time and money by using something that's ready-to-use, such as a downloadable template
- They like to give personalized low-content products as gifts for friends and family

If your customers are business owners, they may also purchase products to use in their own business without having the work of creating them. For example, a coach can use your rights-free action planning template with a client or your learning log with a student.

## How Low-Content Products Fit into Your Business

A good low-content product is a win-win: both the seller and the buyer benefit.

They're great for you as the seller because they're easy to create for no-cost or low-cost investment. You create them once and then sell them over and over, so they're an ongoing source of passive income. You can package them in different ways to suit your customers' needs and offer bundles or books that are personalized to the individual.

Be clear why you want to offer these products. This could be to attract income quickly, raise your profile, build your brand, increase your range of offers, or something else.

You may be looking for a new and parallel business idea. For example, you may be a business owner with a training company. You could identify a whole suite of training tools like workbooks and learning logs to develop as low-content products to fit your existing business. But you might want to start a new business on the side. You may also be a champion baker in your spare time, and you might choose to share recipes and baking tips with new bakers. This would mean finding a different target market from your usual one.



Like any new departure in business, the introduction of low-content products must make sense when viewed with your overall business strategy. Work out your objectives, whether you're starting a new business or enhancing an existing one.

## Price Your Low-Content Products

Even though your investment in product creation is low, the value offered must be high. You'll need to demonstrate this in your sales copy, and it will be reflected in the price. For example, a journal for a coaching client or a learning log for a student can be very valuable as it can provoke insights and record important breakthroughs.

The selling price of low-content products varies greatly, although what's common is that these aren't generally high-ticket items. Digital downloads like templates and checklists sell for around \$4 to \$5, and physical products like calendars and journals for more, between \$25 and \$50.

When you're starting out, you may not hit the right price immediately. But you can think about how much you want to earn from this business to estimate your desired revenue and calculate the projected number of sales.

Let's look at **digital products** first.

People often underprice these kinds of products because they cost very little to produce. But this suggests to a purchaser that they're of little value, so don't go too low.

Also, the lower you price something, the more you must sell to reach your sales target.

Let's say you want this part of your business to make you \$100. Here's how two different prices affect your numbers:

**Revenue Goal:** \$100

Price	Sales Needed
\$1.00	100
\$4.00	25

It's much easier to sell only 25 vs. 100 of a product!

And if you aim higher and want this part of your business to earn you \$10,000? Here's what those numbers work out to:

**Revenue Goal:** \$10,000

Price	Sales Needed
\$1.00	10,000
\$4.00	2,500

2,500 is very different from 10,000, and it's much more attainable.

**Physical products** will command higher prices, but they come with higher overheads. For example, if you outsource the cover design of a notebook to a freelance graphic designer, you have to add that cost in. If you offer free delivery, that will incur a cost for you as well. If you want to produce an agenda with a leather cover, then the material will be an additional expense. To get an idea of prices have a look on what's selling online on Amazon or Etsy.

Let's say you start with a paper-based product that gives you a profit of \$20 after your costs have been taken out. If you want to make \$100, you must sell 5 products. To make \$10,000, you have to sell 500.

Think about the revenue you want to generate through low-content products. They may be a mix of digital and physical products, or one or the other. Play with your revenue figures to estimate a price depending on how many you think you can sell of each.

### **Action Steps:**

1. Write down your business objectives for the sale of low-content products (e.g., develop a stream of passive income, raise your profile).
2. Estimate what revenue you want to generate through low-content products. If priced at X\$, how many do you need to sell?

## Module 2 – Plan Your High-Value, Low-Content Products

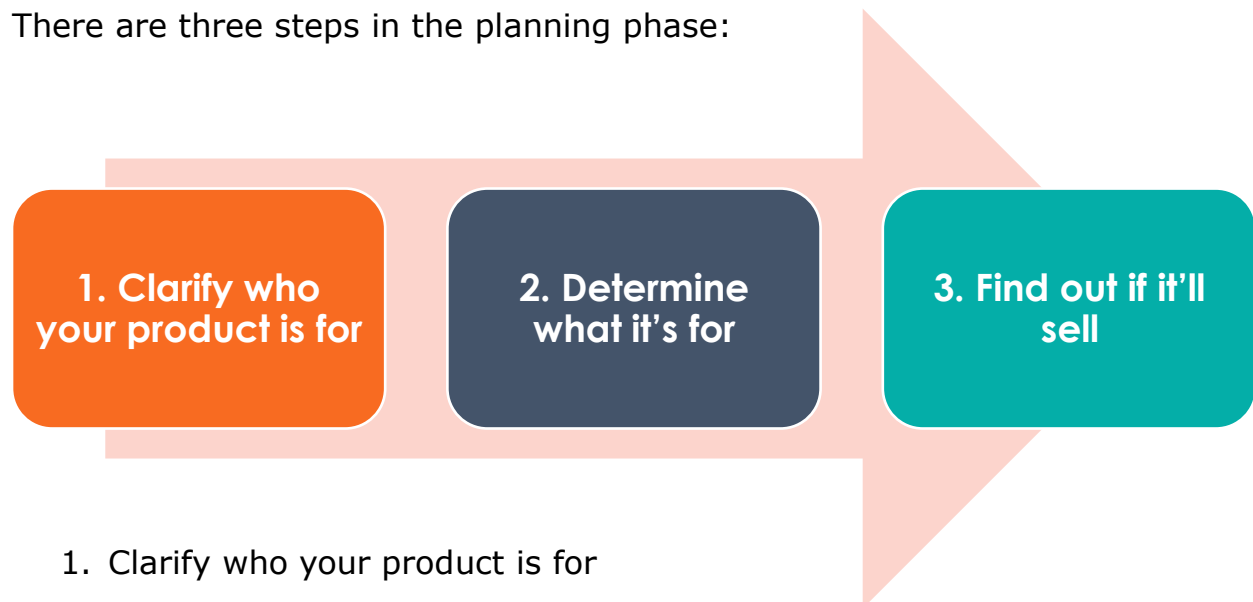
Now that you've had a chance to reflect on the types of products and prices that will suit your business, you need to get down to choosing what you're going to create.

In this module, you'll define your target audience and come up with a shortlist of low-content products that will be attractive to them.

### Make Your Plan

Before you start creating your products, you need a clear plan.

There are three steps in the planning phase:



1. Clarify who your product is for
2. Determine what it's for
3. Find out if it'll sell.

Let's look at each of these steps.

## 1. Who is It For?

There's no point in producing a product that nobody wants, so you first need to be sure that you know your audience and what they're looking for. This involves building a clear picture of who your target market is.

If you have an existing business, you probably already know who you'll be marketing to, but check it before you proceed. Low-content products may appeal to a different sector than those you've sold to previously.

If this is a new business, then get clear exactly who you want to help with your products. Be specific about it by describing them in detail. For example, "business women" is too vague. A better description would be:

"30-something businesswomen who juggle work and family, and who need help organizing their diaries so they can be more productive and reduce their stress level."

When you know who your target customers are, find out where they are on social media. You can learn more about them and see what they're talking about through these channels. Get an idea of what challenges they face and how you might help them.

When you've noted which low-content products they'd find valuable, decide which format, downloadable or physical, you think would appeal to them most. For example, if your audience is keen to take action and wants quick results, then a digital download that's immediately available could suit them.

The choice of topics for low-content products is endless. You need to start somewhere, so stick with what you know.

Choose topics that relate either to your existing business or areas where you have knowledge or experience. If you have no existing business, then choose something you're passionate and knowledgeable about.

You may find that you come up with something that extends your existing offers or that will appeal to a new audience. Any idea can translate into a successful product, but you need to niche your ideas to a narrower audience if that's possible. This makes it easier to develop a customer base with a specific audience. For example, rather than creating "activity logs," pick

“fitness log,” “yoga log,” or “activity logs for lazy people” if that appeals to your target market.

## **2. What’s It For?**

Now you know your target customer, you need to be clear on the purpose of your product for that customer. You must know what the buyer gets from using it and what the benefit is to them.

For example, say that you’re offering a walking log that records walks taken, their level of difficulty, and ease of access. Users can use this as a memory aid when looking back through a year’s activity and planning next year’s walks.

The benefit may be emotional rather than practical, such as a commemorative book that recalls happy memories when looked at years later. Or a mixture of both as in the case of a weight loss tracker to help keep track of progress (practical) which also motivates people to keep taking action to achieve their long-cherished desire (emotional).

Whichever it is, there must be a positive outcome for the customer who buys your product.

## **3. How Will You Know It Will Sell?**

Having a great list of topics is only part of the picture. You then have to sell them. It’s worth doing some research into current trends to make sure there will be a decent level of interest in your potentially successful ideas.

Here are some ways you could do this research:

- Sign up to Google Trends, or a similar free tool like [Treendly](#) or [Exploding Topics](#)
- Set up a poll for your current audience, for example on Facebook, and ask them to vote for their preferred idea
- Market some as freebies as a lead magnet and monitor the take-up
- Ask your online community for their opinion

Once you've completed these three planning steps and made any necessary adjustments, you'll have a short list of several ideas for low-content products that will sell. But you can't implement them all at once. Therefore, you need to prioritize.

When you're starting out it makes sense to choose a product that won't involve financial investment, that you can create entirely without outside support, and that can be developed quickly. Your first low-content product will be a self-creation, so your choice needs to be adapted to your current circumstances.

### **Action Steps:**

1. Write a description of your ideal customer. This is the person you can help most with your low-content products.
2. Visit social media platforms for this person:
  - a. Note what solutions they're looking for.
  - b. Assess what low-content products they'd love and find valuable.
  - c. Calculate the pros and cons of digital vs. physical products for this market.
3. Brainstorm a list of low-content product ideas for your target market:
  - a. Compare this to the types of products you want to create (that you noted in the last module) and pick your top five ideas.
  - b. List the benefits to the customer (practical and emotional) for each of these.
  - c. Research and check trends for each of these ideas.
  - d. Readjust your list of 5 priority low-content products, if necessary, to take your research into account.
4. Rank these topics from 1 to 5 and check their feasibility by asking:
  - a. Can I create this quickly?
  - b. Can I create this without asking for other people's help?
  - c. Can I create this without financial investment?

## **Module 3 – Create Your Low-Content Products**

**B**y this point, you have your ideas together and you've checked that they'll be marketable. Now, all that's left is to create a product you can sell.

In this module, you'll follow a step-by-step process to create your first low-content product and create an implementation plan for 2 more, so that your next steps are clear.

- **Lesson 1: 5 Simple Steps to Create Your First Low-Content Product**
- **Lesson 2: Plan Two Further Low-Content Products**



# Lesson 1: 5 Simple Steps to Create Your First Low-Content Product

You're ready to take your #1 priority topic and turn it into a low-content product ready to sell. It's likely that your first product will be a digital download such as a worksheet, checklist, or similar. If you're experienced then you might want to create an online digital product such as a quiz that you can load into a quiz platform, a template for Google Sheets, photos that are royalty free, and so on.

If you've decided that a physical product is more suitable for your target market, the simplest would be a guest book (e.g. for a wedding or baby shower) which has a beautifully designed cover and blank pages where guests can write their name and add a message. Get this produced on a high-quality paper and sell it on Etsy.

You'll find some templates to help you at the end of this lesson.

Follow these 5 simple steps to create your product:



## 1. Write Your Objective

This is the objective for the customer, so get clear on what the product is for and how it will help the buyer achieve their goals. Think about the end-

benefit for them. Anything you write in this stage will help with your marketing copy later.

Here are some ideas of the types of objectives you can rewrite to suit your products:

*When a customer has used my product, they'll be able to:*

*Appreciate the progress they've made over a 6-month period towards their goal*

*Achieve time savings in their business*

*Have a precious keepsake of their event*

*Be less stressed and better organized in their daily lives*

- *Appreciate the progress they've made over a 6-month period towards their goal*
- *Achieve time savings in their business*
- *Have a precious keepsake of their event*
- *Be less stressed and better organized in their daily lives*

## **2. Choose Your Format**

Decide what format you'll offer your product in, physical or digital. If it's a physical product then it will be paper-based. But if it's a digital product, then think about whether you'll offer an editable file or not.

If you want customers to be able to make changes to your product, it must be editable. This isn't a big deal as anything created in Microsoft Office suites like Excel, Word, or PowerPoint can be editable. But if you create in a software like Canva for example, you'll need to save your doc as a PDF and then use a PDF editor to turn that into a fillable form. You can find these tools, sometimes for free, such as [PDFescape](#), [Wondershare PDFelement](#), and [pdfFiller](#).

Sometimes it won't be appropriate for customers to change the content. In this case, you can use a simple PDF that won't allow the person to make edits. This would apply to digital downloads like coloring sheets, recipes, meal and exercise plans, daily affirmations, and so on.

### **3. Outline Your Content**

Write bullet points to include the essential information necessary to help people meet their goals. You'll complete the text in the next step but for now, make sure that your points are in a logical sequence that will be easy for the customer to follow. For example, a book commemorating a wedding should start with photos/lists from *before* the wedding takes place and then move on to the ceremony, first dance, cutting the cake, etc. Or, a fitness log begins with the "before" state with a record of the current situation and gives steps to follow to record progress to the desired "after" state.

This may sound obvious, but sometimes you can get out of step. Check your bullets by imagining you're the end user of the product and see if the outline takes you through the steps in a logical way.

Get ideas from examples online if you need them or use the templates in the course to guide you.

### **4. Lay Out Your Content**

For this first product, choose a simple layout that looks professional but that you can produce yourself. Make sure it has the branding you want, including colors, logo, etc.

Complete the text using your bullet points as a guide and layout the product with a tool like Canva, Google Sheets, Excel, or similar.

If it's a digital download intended to be printed by the customer, then test that you can download and print it out easily. Make any amendments necessary.

## 5. Price Your Product

Find the price point you believe will attract your target market and reflects the value of your offer. Check the price with similar products to make sure. Now, you're ready to market.

Use the **Product Creation Checklist** to help stay on track as you create your first low-content product. You can create something this week to sell if you need an injection of income.

## Templates

Below you'll find some templates for different products that you can adapt for your own products. You can also use any layouts given in the course.

**Tables & Forms** – digital products, often editable so your customer can complete them (e.g., checklists, worksheets, planners)

### Example 1: Action Planning Worksheet

Use this worksheet to record the action you will take as a result of our work together.

	Action	What steps do you	Who will help &	When will you	✓ in this column
--	--------	-------------------	-----------------	---------------	------------------

		<b>need to take to achieve this?</b>	<b>support you to achieve this?</b>	<b>achieve this? Be specific</b>	<b>when you complete</b>
<b>1</b>					
<b>2</b>					
<b>3</b>					
<b>4</b>					
<b>5</b>					
<b>6</b>					
<b>7</b>					
<b>8</b>					
<b>9</b>					
<b>10</b>					

## Example 2: Progress Tracker

A digital or paper-based product used for anything that records and motivates progress (e.g., weight loss, fitness, golf scores)

## **Weight Loss**

<b>Page 1</b>	<b>How to Use This Tracker</b>
<b>Page 2</b>	<b>Current Situation</b>
<b>Page 3</b>	<b>Your Objectives</b>
<b>Page 4</b>	<b>Motivational Quotation</b>
<b>Page 5</b>	<b>Your Contract with Yourself</b>
<b>Page 6</b>	<b>Weekly Progress Check</b>
<b>Page 7</b>	<b>What Helped This Week</b>
<b>Page 8</b>	<b>Where Did I Get Stuck</b>
<b>Page 9</b>	<b>Quick Ways to Get Unstuck</b>
<b>Page 10 +</b>	<b>Blank pages for notes</b>

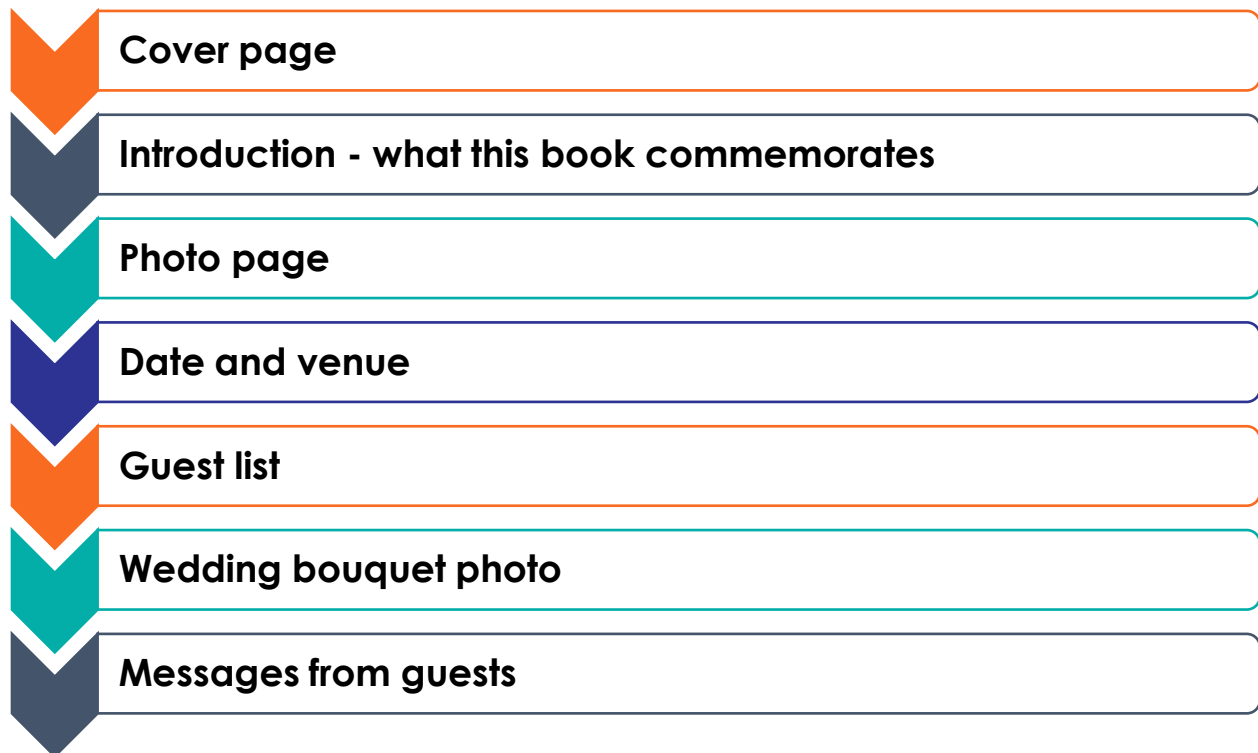
- Page 1 - How to Use This Tracker
- Page 2 - Current Situation (e.g., current weight, current measurements)
- Page 3 - Your Objectives (e.g., yearly, monthly, weekly objectives)
- Page 4 - Motivational Quotation
- Page 5 - Your Contract with Yourself
- Page 6 - Weekly Progress Check
- Page 7 - What Helped This Week
- Page 8 - Where Did I Get Stuck
- Page 9 - Quick Ways to Get Unstuck

- Blank pages for notes

### Example 3: Commemorative Books

A paper-based product used to record the events and attendance at a special event (e.g., wedding, party, baby shower, funeral)

#### ***Wedding book***



- Cover page
- Introduction - what this book commemorates
- Photo page (e.g., before the event photo)
- Date and venue
- Guest list
- Wedding bouquet photo

➤ Messages from guests

**Action Steps:**

1. Go through the 5-step process to create your first product using the templates or your own ideas.
2. Complete the **Product Creation Checklist** to help you keep track.



## Lesson 2: Plan Two More Low-Content Products

You're now ready to move on to planning for the creation of two more low-content products. You'll use the same 5-step system to create these and work on your second and third priority topics.

This time, you may not want to create the products without help and instead want to bring onboard extra skills. The content will always be your decision, but other aspects like the printing, layout, and design can be handled by someone else.

Sometimes a team member (if you have them) may be great at the design side and by using tools such as Canva, Photoshop, Adobe Illustrator, or GIMP can produce what you need without looking further.

For physical products such as low-content books, use print-on-demand services like [Amazon KDP](#) or [Lulu](#) so you only pay for the copies you sell.

Don't over-complicate the product creation - only use these services if you need to. For example, a wedding guest book could be designed in something like Canva, converted to a PDF, and then printed and bound by a printer. You can then have a fulfilment house process and send out the orders for you.

### How To Successfully Outsource

Above all, you need to ensure that the finished product is attractive and high quality, whether it's digital or paper-based. Remember to aim for high-quality outputs as low-content doesn't mean low-quality. You need to showcase professional design values.

To accomplish this, you might need to outsource your design work. You can find freelance graphic artists and designers on sites like [Upwork](#), [Fiverr](#), [PeoplePerHour](#), and [Freelancer](#).

Decide exactly what you want before you start looking for a freelancer so you can brief them clearly and accurately. Make sure they understand the branding, colors, and other visual elements that you want to use.

You might choose to outsource just the cover design or include the way the inside pages are laid out, or some graphics for internal pages, tables, photos, and so on. If you pick a type of product that can be replicated for different audiences, like a progress log for walkers, golfers, etc., find a designer to create a template that you can use again and again as you advertise variations.

You may also need freelance help with:



- Copywriting - Even though the text is minimal, you might need someone else to write it if that's not your strong suit.
- Editing - To make sure you avoid mistakes, you can have someone else check spelling and grammar.

Make an **Implementation Plan** for the next two products on your list based on the five simple steps you followed in the last lesson. Include any tasks you need to outsource and find freelancers to complete your products. This will help you plan your deadlines (and theirs) and motivate you to get the next two products created and ready for marketing.

### **Action Steps:**

1. Review your list of topics to confirm which topics you want to address in your second and third low-content products.
2. Complete the **Implementation Plan** in the Action Guide for each product with specific completion dates for stages of their creation.

## **Module 4 – Market Your Low-Content Products for Quick Sales**

**E**ven the greatest product in the world needs to be marketed. It won't sell on its own, so you must get the sales and marketing side planned out in advance.

In this module, you'll put in place a sales process to make it easy for customers to buy from you and pick quick marketing tactics so that you attract your ideal target market.

### **How To Sell Your Low-Content Products**

People want a smooth buying experience, so you need to make it easy for people to spend with you, especially from their smartphone.

You can put your products up for sale through your existing business if you have one, for example on your website, online store, or by offering it directly to customers. You can even start marketing before the product is finished if it's due for completion soon.

You can also use online outlets and set up your sales on a variety of platforms, such as:



- [Etsy](#)
- [Shopify](#)
- [Amazon KDP](#) for publishing books
- [Fiverr](#)
- [Creative Market](#)

You must have a way to collect people's money. If you have your own merchant account with [PayPal](#), [Stripe](#), or another provider, this will allow people to purchase using a credit card or other online methods like [Google Pay](#), [Apple Pay](#), and PayPal. Integrate the payment system with your own shopping cart on your website or online shopping pages and you're good to go.

If you're just starting out, it might make sense to sign up to an online store to see how sales go before committing to sell on your own. eCommerce stores like Etsy, Shopify, or Squarespace have payment systems and shopping carts integrated which can accept payment in the buyer's own currency and then convert that to yours and deposit it in your bank account. You'll need to do some research and check out the transaction fees and subscription costs before deciding.

Whatever sales process you choose, make sure you have a clear, appealing sales page and a shopping cart that works seamlessly. Always check and recheck your sales processes before going live. If you offer digital products, make sure your products are uploaded to your system and that they download smoothly.

## QuickStart Marketing Tactics

There are many ways to market your low-content products. Here are some ideas to get you started:

**Email an exclusive offer to your existing customers**

**Share content that shows the benefits of your new products, using social media to spread the word**

**Generate interest with giveaways, free samples, and live chats**

**Start a YouTube channel (or add to an existing one) related to the topic of your product**

**Offer low-content products as bonuses to existing products/services to add value and get people talking**

**Create catchy visuals that you can share on Instagram**

- Email an exclusive offer to your existing customers
- Share content such as blog posts and demos that show the benefits of your new products, using social media to spread the word
- Generate interest with giveaways, free samples, and live chats

- Start a YouTube channel (or add to an existing one) related to the topic of your product
- Offer low-content products as bonuses to existing products/services to add value and get them talked about
- Create catchy visuals that you can share on Instagram

You'll be able to think of other ideas once you start brainstorming and seeing what other low-content product sellers do. Of course, if you have marketing channels that work for you already, then use those to market to your ideal customers. Don't forget to include links to your sales pages in any content you post.

Use the **QuickStart Marketing Plan** in the Action Guide to develop your strategy to market your first low-content product. You can then adapt this for further products when you see how the plan works.

### Action Steps:

1. For new businesses:
  - a. Research eCommerce platforms.
  - b. Choose which is right for you in terms of cost, ease of use, etc.
  - c. Set up the sales process for your products e.g., sales page, shopping cart.
2. For existing businesses:
  - a. Check that your sales processes will manage sales of your low-content products.
  - b. Make any adjustments needed.
3. For all businesses: Make a few dummy purchases to ensure the sales system works smoothly.
4. Complete the **QuickStart Marketing Plan** to lay out how you'll market your first low-content product.

# Module 5 - Conclusion and Next Steps

You've made it to the end of the course, so now it's time to reflect on what you've learned and plan what's next.

## Where Low-Content Products Can Take You

Once you start creating low-content products, they can reveal other opportunities for your business if you're open to them.

You can immediately create extra sales opportunities by offering additional low-content products as upsells in your shopping cart, or by putting several together to make a bundle. You could vary your output, so if you've sold low-content products for use in ongoing work, you could create standalone products for the same market. There may well be ways to develop other products, programs, or services to sell on the back end.

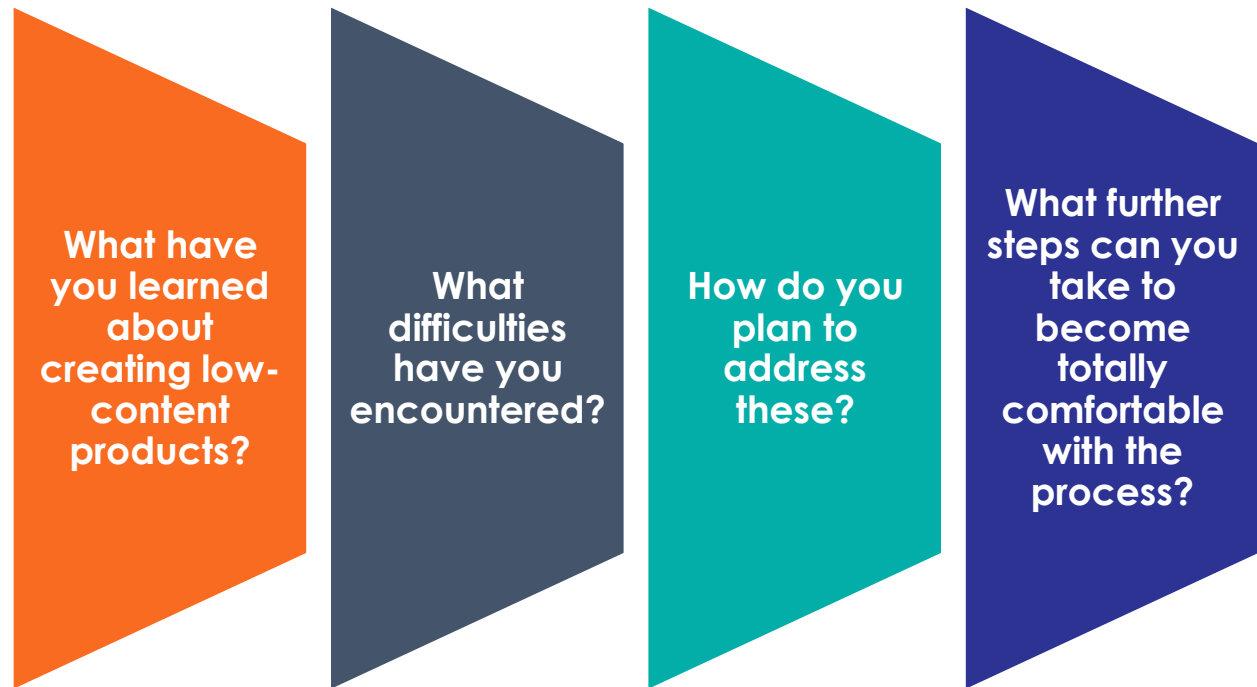
If you want to stick with the same product and not expand your range, think about ways to vary how you deliver it. For example, you might be able to add digital downloads that complement a physical paper-based product like a journal, notebook, or quote book. Or, you could offer the same product to different groups, so if you have a successful planner selling to mothers, you could offer it to fathers, teachers, and so on.

If you've created physical books and are interested, you might use that as a stepping stone to a writing career and develop more content to publish. You could create companion books to those you already have, such as a book of inspirational quotes to go with a self-help workbook.



## What You Learned

This is a course you can refer back to time and time again to remind you how you can create low-content products to add quick revenue in your business. It's important to reflect on what you've learned, so answer these questions and complete the action plan in your Action Guide:



- What have you learned about creating low-content products?
- What difficulties have you encountered?
- How do you plan to address these?
- What further steps can you take to become totally comfortable with the process?

**Action Steps:**

1. List additional sales opportunities you could add to expand your low-content product range.
2. Review the course thoroughly and answer the questions in your Action Guide.
3. Use the action plan in the Action Guide to record your goals and what needs to happen next.