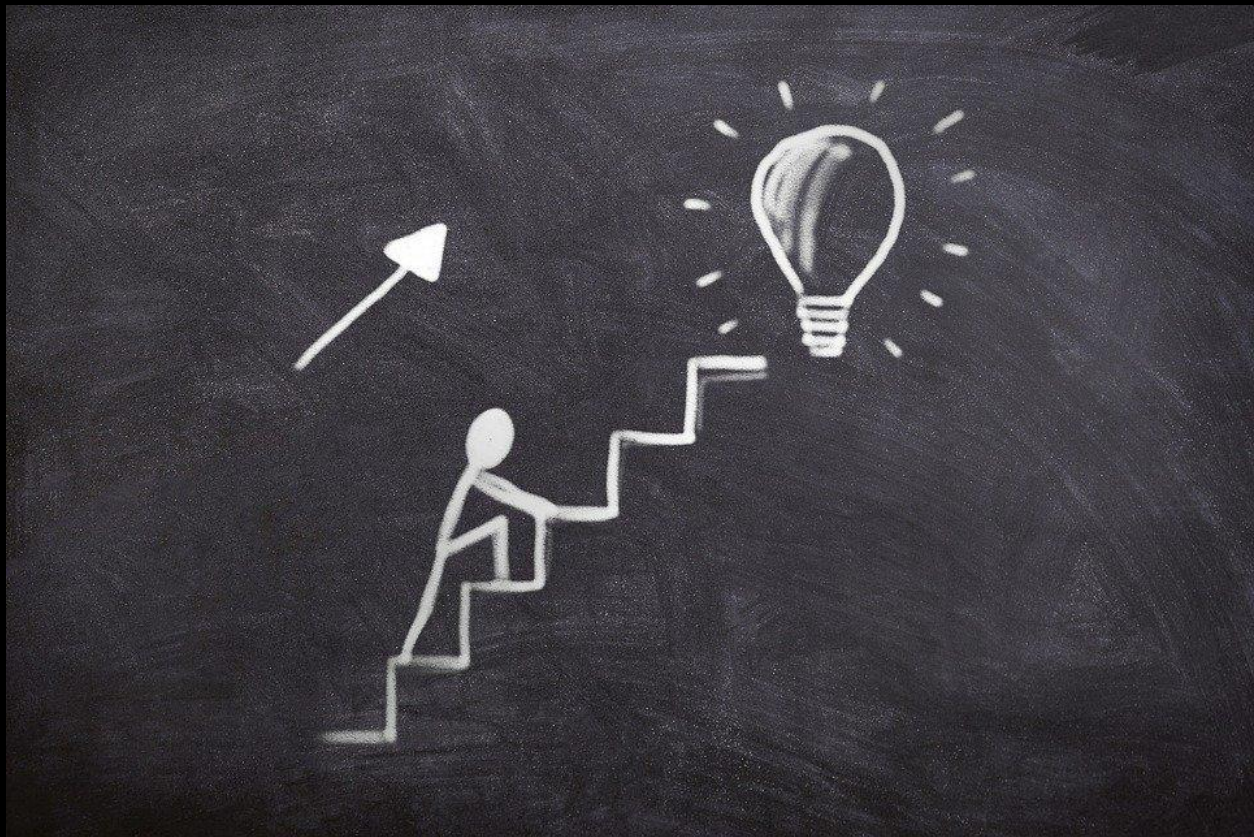


Low-Content Product Bootcamp

Action Guide



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How to Use Your Action Guide

You'll get the best results from any course you participate in by completing the Action Steps at the end of each module. They will help you apply what you learn directly to your business and your life, maximizing the investment you're making.

Use the following Action Guide to record your answers, insights, and other notes for the Action Steps, which are outlined in your Course Book. You'll want to refer to each module's content as you complete the related steps.

While we have left space in the guide for each action step, you may feel more comfortable using a separate notebook or digital application for your work. Use whatever method you feel most comfortable with and don't feel constrained to using the space in the Action Guide alone.

Finally, you don't have to complete all the steps at once. Instead, try setting a specific time on your calendar to work on them. And don't feel that you have to get it right the first time. Learning is a process that happens as you apply your new skills and knowledge. You'll want to return periodically to your Action Guide and both remind yourself of the work you've achieved and edit your answers as you see their impact.

Have fun with it and enjoy the progress and successes that will happen as a result of your work!

Introduction

Expectations

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

Write down three skills you expect to gain.

1	
2	
3	

Module 1 – Advantages of Low-Content 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

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.

Your Skills	Suitable Products

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

1. Write down your business objectives for the sale of low-content products (e.g., develop a stream of passive income, raise your profile).

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2. Estimate what revenue you want to generate through low-content products. If priced at X\$, how many do you need to sell?

Revenue Goal:

Price Point:

of Sales Needed:

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

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.

Solutions that my ideal customer is looking for	Low-content products they'd find valuable

c. Calculate the pros and cons of digital vs. physical products for this market.

	Pros	Cons
--	-------------	-------------

<p>Digital Products</p>		
<p>Physical Products</p>		

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.

1.	
2.	
3.	

4.	
5.	

b. List the benefits to the customer (practical and emotional) for each of these.

	Product	Benefits to the Customer
1.		
2.		
3.		
4.		
5.		

c. Research and check trends for each of these ideas.

Product	Trends

- 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:
- Can I create this quickly?
 - Can I create this without asking for other people's help?
 - Can I create this without financial investment?

Rank #	Product	Can I create this quickly?	Can I create this without asking for other people's help?	Can I create this without financial investment?

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Module 3 – Create Your Low-Content Products

- **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

1. Go through the 5-step process to create your first product using the templates or your own ideas.

Write Your Objective	
Choose Your Format	
Outline Your Content	

Lay Out Your Content	
Price Your Product	

Lesson 2: Plan Two More Low-Content Products

1. Review your list of topics to confirm which topics you want to address in your second and third low-content products.

2.	
3.	

2. Complete the **Implementation Plan** below for each product with specific completion dates for stages of their creation.

Product No.1	
What is your objective?	
What format will you use?	

What content will you include?	
What is your deadline for the completion of this product?	
Do you need help with the layout?	

<p>How will you find a competent professional to help you?</p>	
<p>What brief and what deadline will you give them?</p>	
<p>Do you need help with the copy?</p>	
<p>How will you find a competent professional to help you?</p>	

What brief and what deadline will you give them?	
Do you need help with the editing?	
How will you find a competent professional to help you?	
What brief and what deadline will you give them?	

<p>For physical products, how will you get them printed?</p>	
<p>How will you get them shipped?</p>	
<p>What price will you sell the product at?</p>	
<p>When will you begin marketing this product?</p>	

<p>Product No.2</p>	
<p>What is your objective?</p>	
<p>What format will you use?</p>	
<p>What content will you include?</p>	

What is your deadline for the completion of this product?	
Do you need help with the layout?	
How will you find a competent professional to help you?	
What brief and what deadline will you give them?	

<p>Do you need help with the copy?</p>	
<p>How will you find a competent professional to help you?</p>	
<p>What brief and what deadline will you give them?</p>	
<p>Do you need help with the editing?</p>	

<p>How will you find a competent professional to help you?</p>	
<p>What brief and what deadline will you give them?</p>	
<p>For physical products, how will you get them printed?</p>	
<p>How will you get them shipped?</p>	

What price will you sell the product at?	
When will you begin marketing this product?	

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

1. For new businesses:

a. Research eCommerce platforms.

eCommerce Platform	Notes

b. Choose which is right for you in terms of cost, ease of use, etc.

Chosen Platform	
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- c. Set up the sales process for your products e.g., sales page, shopping cart.

Notes

2. For existing businesses:

- a. Check that your sales processes will manage sales of your low-content products.

b. Make any adjustments needed.

Notes

3. **For all businesses:** Make a few dummy purchases to ensure the sales system works smoothly. Note and make changes needed.

Notes

4. Complete the following **QuickStart Marketing Plan** to lay out how you'll market your first low-content product.

Choose the best sales process for you:

e.g., shopping cart on your existing website, an account with Etsy or similar

Pick 3 QuickStart tactics to market your first low-content product.

1.			
2.			
3.			
Marketing Tactic	Steps	Who will do it?	When will it be done?
1.			

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2.			
3.			

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Module 5 - Conclusion and Next 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 below:

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

3. Use the action plan in the Action Guide to record your goals and what needs to happen next.

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	Action to Take	Action Deadline
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		