Create an Online Product or Service That Sells

YOUR STEP BY STEP GUIDE TO TAKE YOU FROM IDEA TO IMPLEMENTATION

BY STEFAN LOGAR

E arning money online with your online product is possible. And you don't need to do much for it.

After spending over 79'384 hours of my time learning and consulting how to digitize authentically,

I realized that I had discovered a bulletproof way of creating a passive income stream with online products.

Best is, it's easier than ever to create an online product of your own. All you need is this article.

Working with Frank Kern, Dean Graziosi, Kevin Harrington, and many others, I learned what works best internationally.

I went on to apply my unique way of authentic digitization to their methods.

Digital Life Enhancement was born! You learn how to
digitize anything without the stress, hustle, overwhelm, and frustration the digital space usually brings.

I help Entrepreneurs,Businessowner, Coaches, Consultants, Experts, and Specialists, to bring theirknowledge to the world with online products.

There are many ways to create a viable and working online product. No matter which way you choose,with this foundation and guideline, your online product will be successful.

Are you looking at how to digitize yourself and your business authentically?

Next to creating a passive income stream with an online product? – this is your go-to guide!

Without this article, most likely, the flood of information will overload you. Overwhelm, and frustration just follows with it.

"...ACCORDING TO ORBIS RESEARCH, THE GLOBAL E-LEARNING MARKET WORLDWIDE IS SET TO SURPASS $275 BILLION USD IN VALUE BY 2022."

AFFILIATE MARKETING

Annual affiliate marketing spending is projected to hit the $6.8 billion mark. The affiliate marketing industry statistics show steady growth. In fact, the US affiliate marketing spending increases annually by 10.1% and it's expected to reach $6.8 billion by 2020.

If you want to create a way for you to earn a passive income online, with who you indeed are, and how you can make the world a better place, then this article guides the way!

It can be scary, daunting, and feeling impossible just to get started with something.

And thinking about how to design and build and deliver an online product is making things even harder.

I know how that is.

For years that was me too.

Today, I live a "freedom lifestyle" and help my clients to digitize themselves authentically to live the lifestyle they want! It wasn't always like that.

It all started a couple of years back when I had nothing left — not even 20 € to my name. I needed to move back into the home of my parents. (with 30+ a real pain for all involved) and my family moved to the other side of the planet without me.

None of my business ideas worked out. No affiliate marketing, no network marketing, no application, no quick rich schemes, none of the so-called super hype secret investments that turn stones to gold... nothing worked.

How would they ever? Right.

After getting a call from my late wife shortly before Christmas 2014, everything changed. She was dying. And only an operation could save her life. The hospital refused to undertake any actions without full payment. 25'000 €

I had nothing, so I finally needed to get serious.

No excuses anymore.

I dialed into what was necessary, and in the following couple of years, I digitized many business owners and brought their ideas and knowledge into the online space.

It's different than you might expect. It gives you every angle needed to succeed with it.

Question is: What are you willing to do to make it happen for you?

Are you willing to do what it takes and apply all that this article has to offer for you? If your answer was YES right now, then you are in luck. Even without technical knowledge or any prior online business experience, you can master everything that you need through this article.

Create your first online product and successfully sell it.

While focusing on the most critical part of all: "Making life for others better!"

If you are not ready to do what it takes, you might as well stay where you are and let it be to move anything online. Without the authentic digitization process, you won't make it!

No matter how much knowledge you have. It doesn't work just like that anymore.

This time is over.

Leave here if you are willing to risk being left behind and lose years and thousands of € trying to digitize yourself and your online products and services with no avail. I've seen it too many times happening. Only 5% make it on their own.

With over 12 years' experience in 13 countries worldwide, I figured out what works today, and how it works futureproof in any niche and market, directly through the authentic part of my work.

Dig into it right now: To get you something that is applicable, usable, working, and easy to do for anyone, that is the exact goal of this Article. I am going to cover everything you need to know, step by step, find and build your online product and start selling it.

Usually, you would pay between 10'000.- and 20'000.- € for a complete step by step guide like this, without any done for you services!

- Create your first Solution-based Overview
- Get into the details of your solution
- Refine your communication with
- your Ideal Transformation Chart for your online product
- Create your Problem – Problem –
- Solution – Benefit sets
- Get people to test your online
- product for you
- Create a System out of your
- overview
- Create your first Intro Video
- Create a simple Sales Page for
- your online product
- Create a Sales Video and Sales
- Content
- Create a Sales Ad for your
- online product
- Create a List for Live FB and
- YouTube Streams
- Create your Content Videos
- Create Bonus Material for your
- online product
- Create an Experience around
- your online product
- Create a: No-Brainer-Offer so
- you sell your online product easier
- Start Selling!
- Build your Delivery-pages and
- systems
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IT'S NOT ABOUT THE MONEY, IT'S GOT TO BE ABOUT HELPING PEOPLE.

STEFAN LOGAR

Part One

You can start anywhere you like; however, I would highly recommend you follow the steps from 1 till the end.

It has a thoughtful design behind it and guides you easily over to the next step.

Enough beating around the bush, let's get into it right away!

If this would be a video, I would tell you to take notes. Let's pretend it is, so please take notes!

The Product – Finding – Process!

Online Product design is something you could study. And while I, myself am no product designer, I sell and help to sell dozens of online products for really amazing people around the globe.

I have built dozens of online membership hubs, online courses, online products, programs, and more for people and do know what works and what doesn't.

That is why we are going to start from scratch.

First of all, you need to figure out where you are right now.

To keep that natural let's, look at one of three possible states (there might be even more states – let's stick with these three for now)

You are starting and have an idea. (Or not even that.) You have a business and want to digitize, but didn't do that yet

You are online and looking to expand your services with an online product or automation

Exploring the States of being: You are starting:

The first question to ask yourself is: What do you want to do? Yeah, I know, if you knew that you would have started already, would you? The thing is we usually don't.

We believe we need to learn more, have a diploma, be the Expert with millions of followers, etc.... In reality, you don't need anything but yourself and what you know today. Keep it simple and easy, and follow the questions I ask you.

Always focused on what you want to change for your ideal client:

- What is it that you want to do
- What problem will you solve?
- For whom do you want to do that? (Later more to that)
- How do you want to do that? Coaching, Consultation, Done for You Service, Done With you Service, Do it yourself Guidebooks, Videos)
- What do you love to do?
- At what do you excel when you do it?
- What is your most favorite topic?

We could go much more profound here, let's leave it at this.

Those questions already help you to get to the one thing you can use to create your first online product or service. They helped me to prepare my 42'000 € in 11 days miracle. With no track record back then, no idea, and no clients to show anyone anything, I managed to raise this money. See, here is the deal.
It's not about the money. It never is. It's about helping people. Getting them what they need and want and filling missing links for them.
After shifting my focus away from what was missing and what I needed to create, towards bringing a specific solution to a particular group of people, everything changed.

State Two: You are already in business ...

But not so much online yet.

What is it that you are doing correctly? I mean, check out your processes. I am not talking about your methods or how you do it in detail; I am talking about the results and transformations that you deliver.

What do you help your clients with?

Once you have clarity on how you are of service to your clients, check the how:

- How do you do that?
- How do you work in detail?
- What are the steps you guiding your clients through?
- How do you help bring
- transformation/ change to them?
- With how and what it is your online product does, you can find the most amazing and fun parts of it.

Then use those to design your online product around those.

Start simple, start with foundational things. Most people are not aware of your expertise or how it works.

State Three: You are already online & want to expand

Now, here it gets a bit tricky.

Take an excellent in-depth look at where you are at right now.

How do your sales look like?

- How many customers find you online today already?
- What are there needs and wants?
- How about customer feedback?
- Where do they complain the most?
- What might be missing?
- What do you do, over and over again, for clients that you could streamline?

Check-in detail what and how you are doing things today already.

If you have online courses, which one is working the best?

Why not take that one and refine it into Version 2.0?

No matter what state you are in, you need an initial boost of clarity to move forward. Make your choice based on what you love, want to change for someone, and how you would like the change to get to people. (obviously, with your online product – we talk about the media format)

If you are already stuck here, then it is time to get back to the drawing board in total. For that you can either dial into clarity work yourself and answer a lot of crucial questions around your personality, company, ideas, services or products, customer or ideal clients, what you want to do, how you are doing it, for whom, and why, and so much more; Or you can jump on board with a clarity workshop.

Let's continue on our journey to a first or next own online product. Remember, I started with nothing, so I was in state one and even earlier. I had no idea's anymore After years of trying. I was dried out. I had no hope to make it ever work for me.

Then I got sober. And I dialed into clarity. More to that later on. It saved my late wife's life back then and earned me 42'000- € in just 11 days. In total, I spend 18 days 7 for clarity and 11 for action to make this happen with no idea or experience before. If I can do it, you most certainly can too, especially with this guide on how to create your online product.

Part Two

Understanding Your Audience!

This is a biggy.

I presume now that you have already thought about your ideal client.

Someone you would love to work with. The best possible person to buy your online product from you.
If not. It's about time! Without this knowledge, you won't design an online product that can work.

If you want to have a stable, scalable, or even only functional business, this is a piece of must-have information.

Figure out who your ideal customer is in great detail.

If you have an idea, dig deeper!

Impressions are only as good as the execution of them.

When you know who your best possible client is, it's time to take a look at them in detail again.

We will ask ourselves a lot of crucial questions, and you might need to take time to answer those:

- What pain points does your ideal client have?
- What is going on in their lives right now that they want to change?
- What isn't as good for them as they want it to be?
- Why are they stuck there?
- How do they feel?

When you understand their pain, you can map your product idea or service on solving the biggest or most pressing issue they face daily.

People want solutions to where they are stuck. When you deliver those, they will buy from you.

To deliver them, you need to understand their pain first.

That's pretty clear, isn't it?

Take your time with this step.

Ask some of your old clients, or the new ones, or even those who said no and find out what the underlying fear is that stopped them from saying yes.

If you have no one yet, ask strangers, anyone you can whom you have the feeling could be in your target audience.

The internet opens up doors and ways for you to find anyone that you need.

That leads me over into finding your ideal customer.

When you have the ideal customer avatar, and you know their pain.

Think of what you would do in their position.

- Where would you go and look for solutions?
- How would you search for that solution?
- What expert would you follow, that is already on the market?
- Who does something similar to what you are doing?
- Are there, help-groups?
- Are there Facebook Groups? Pages? Experts?
- Are there books around the topic? Can you find them on Amazon?

Again, the right questions will lead us to the answer and automatically show you where to look for your ideal client.

With those places, you cannot only connect to them but learn from what they share. To see where things are missing, what isn't working for them, etc

And then you can go ahead and solve it all for them in your online product.

Secret Tip #1

You do not need to start from scratch to build your online product or service. All you need to do is find what is there already and make the existing solution better. Far better.

Based on the feedback and the pain of your ideal client.

Can you see how that is connected? Great. Let's move on – we got some ground to cover! And I want you to get to your first online product!

How I learned the importance of this one thing ...

Once I understood what I was doing what I wanted to achieve, I had to be clear about who I am doing it for.

I built an in-depth Empathy Map and answered many questions for myself to find the best-suited person for my online product.

Today all my clients are getting the refined version of my first drafts as an assessment to dial deeper into their target audience and how they address them.

When you start with these questions here, you are getting a great perspective on how to do it yourself without the need to dialing into it deeper.

Part Three

Finding the problem!

Like I said before, the power is to understand your ideal client!

When you know where they are struggling, you can turn the whole world up-site down for them, most positively and impressively.

Knowing their struggle and seeing what doesn't work for them will help you to design many things. Some of the most interesting are:

- Your solution based on their problems
- Your content
- Your communication
- Your Sales process

That's many things that just got easier to do, with only one short answer.

What makes it more accessible?

Ok, here is the deal.

When you can base everything that you are about to do on the same thing, don't you think it's more precise and more comfortable to execute on it?

For a fact, I know that it is. (I was overwhelmed a long time too. Then everything changed keep reading to learn how)

So many people are overwhelmed and frustrated online because there is too much noise.

Too much going on. And simplifying that isn't easy or taught much.

All the friendly systems, tricks, hacks, shortcuts, super programs, that promise much and deliver little...

With one simple step, you get further ahead than in most premium courses. Clarity.

From there, everything else evolves into being. Sounds mystical? Good.

If you feel resistance here, we are on the right track for you. If you don't, then you understand this already, and you know that you are on the right track with that.

Win-Win.

Find the single most pressing issue of your ideal clients.

Write it down.

And map out all the possible solutions for it that you can think of.

Part Four

Creating your Overview

Your overview is based on your solution. Now we are getting into the real meat of this.

If you've done your work up until now... that's a big if by-the-way.

Many people just cross read all and then go and play around with the idea – in turn creating confusion and frustration on their way, mostly.

That's why my appeal to you again. Go through it thoroughly and make sure to answer questions, apply the stuff, and take your time with it.

Nothing needs to be forced. Give yourself the time you need to find the answers you seek!

It's not a sprint online. It's a marathon! Be in it for the long run.

Your is an artistic process that I call the "Ideal Transformation Chart" for your online product! This chart works always!

Map out the following:

- Show your ideal customer and his state in life before he is working with you
- Show your perfect customer after he is done working with your process or online product/service
- Now list out 5-10 things that you notice, that have changed for your customer!
- What transformations do they experience?
- Are there personal,emotional transformations? Are there tangible, monetary transformations?
- What is happening and changing in their lives? During, after, and beyond. How is their experience better now?
- What can they do after, what they couldn't do before?
- What are the main benefits for them and their lives?
- If you want, you can exchange the word "life" with "business" too!

Now when you have that, make sure that you draw out your process in detail:

Place the before state on the very left or top side of a piece of paper. Then place the after state at the very right or bottom of that same piece. Now connect both client states with a straight line.

Title it with – my online product!

We both know that there is no such thing as a straight 1 step solution for most items.

It's always a bit more complicated than that.

This is the second step of the Ideal Transformation Chart!

List out all the milestones that someone has to reach to get to the result — all the steps they need to take. The dominant understandings or epiphanies they need to have.

What do they need to understand, do, change, adapt, experience, make happen, to have your results in their lives?

Yes, more questions = more answers = more clarity for you.

We need those answers.

Everything else will be built on top of that. When you are done listing it out make sure of 2 things:

Have an odd number of steps or milestones – 3-5-7-9-11 (don't do more than 11)

 Keep the discoveries relevant to your ideal customer's pain!

From here on we are going more rooted in the next step, STEP FIVE.

Part Five

The Details

Get into the details of your Ideal Transformation Chart for your online product.

You already have an excellent overview, with that alone we could do magic for you and build something amazing out of it.

An online product that makes a difference and delivers the WOW factor. (the WOW factor is when people purchase and only after the start they think – this was an excellent investment)

But we want to do it as smooth and straight forward as possible. For that, we need more details.

At the end of the process, you have the total road map on what and how you are going to solve the problem your ideal customer has and how you are going to do it with your online product.

Great stuff already and we are only at the beginning of this journey!

Keep on reading, and download an overview of the Ideal Transformation Chart with a step by step guide for free within this article!

Nothing needed from you for that, only a quick registration!

The Ideal Transformation Chart works in a comfortable and straight forward way for you:

List out all the problems your Ideal Customer might have. Use the list from before if you have created it

- List out your solutions to each of the issues.

- List out all benefits that come with your solution

If you did all the tasks up until now, you got most of the lists already.

It is crucial that you create this overview and then order it in a certain way.

Your transformation Chart will be helping to create a powerful context for your ideal customer and give the reasons why your online product is the right one for them.

To create a chart out of it, this is what you should do:

- Place the first problem to the left hand of your table – in the middle; you place the solution, in the end, you put the benefits – all benefits who spring out when solving the issue.

- Now write down 1-2 sentences about the transformation that people experience.

- Bring it down to earth for them. Keep it simple and choose easy understandable terms and words.It is like a marketing tagline for each of your solutions.

- Repeat the process for each Problem-Solution-Benefit set.

That way you crystalize down to the best communication for your online product

Part Six

Refine your communication

A great many times, you will encounter refining work. That kind of work will hone down into clarity, and transportation of your messages and communication.

It's never really done.

And you can always add another layer of it to anything you do.

Get started with what you have so far. And go one round deeper.

That alone will set you apart from anyone else by a length.

It also makes sure that your online product will have an excellent level of quality and depth.

Take the chart you have created and the little tag lines below each of your problem-solution-benefit set.

Let's get you an example here:

The Main Problem is
No Online Product

The Solution
The Value Creation Formula (your online product)

The Benefits
- Creating your online product without stress or hustle
- Guided step by step system
- A clear way to your Online product
- Passive Income Generator
- Repeatable process

Tagline:

- Create a new income stream for you with ease using your digital online products and solutions

- Create value out of thin air thanks to your expertise and follow a relatable process all the way.

Now it's time to refine your message.

As you can see, that sounds still very crude, and I just wrote it down from the top of my head here.

I want to show you the authentic version of this work and not a to the end refined prepared super message.

We will get there together!

When we see the Tagline, it's time to get it more precise.

Ask yourself two questions:

Is it easily understandable and clear?

Does it make sense for someone with no idea?

Let's dial further into the tagline.

We start by taking it apart bit by bit.

Example:

- Create a new income stream for you with ease using your digital products and solutions. Create value out of thin air thanks to your expertise and follow a relatable process all the way.

Part Six continued

The first part:

- Create a new income stream for you with ease!

This is a clear benefit. And it does make sense. It also is easy to understand and shows what one gets.

So we can leave it as it is.

The next part using your digital products and solutions.

Ok, this one needs some work.

- What are digital products or online products?
- What could be your solutions?
- Why your own in the first place.

It's a bit confusing here.

Let's rewrite it.

Instead of the word "using" – which is passive in nature, we add a combining name:

And use your solution to create value for your customers.

Now we have the first sentence in a new light:

Create a new income stream for you with ease and use your solution or online product to create value for your customers.

Ok, now the whole sentence can be broken down to make it easier to understand it.

Create a new income stream while you create value for your customers!

There you go, this sentence is much more refined and to the point.

Let's dial into the second part.

Maybe we don't even need it, let's see:

thanks to your "own" expertise and follow a relatable process all the way I deleted the "thin air" immediately.

See, it just confuses people. And it might sound fancy, but pretty unbelievable.

Everything is work. That's why, out with over drilled promises that you can't keep.

The whole sentence is unclear in its entirety. Let's reform it.

Follow a relatable process that guides you step by step to a passive income.

Much better that way.

And easier to understand. We also tie back into the beginning and have a round picture with this, Let's see it in action:

If you would communicate this problem-solution-benefit set to someone it could go like that:

"If you ever wondered how to create an own online product, then the value creation formula has the answer for you."

Next to getting your knowledge to more people you learn to:

- Create a new income stream with ease and use your solution to create value for your customers.
- Furthermore, you follow a relatable process that guides you step by step to a passive income.

The first part:

- Create a new income stream for you with ease!

This is a clear benefit. And it does make sense. It also is easy to understand and shows what one gets.

So we can leave it as it is.

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Let's rewrite it.

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And use your solution to create value for your customers.

Now we have the first sentence in a new light:

Create a new income stream for you with ease and use your solution or to create value for your customers.

Ok, now the whole sentence can be broken down to make it easier to understand it.

Create a new income stream while you create value for your customers!

There you go, this sentence is much more refined and to the point.

Let's dial into the second part.

Maybe we don't even need it, let's see:

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- Furthermore, you follow a relatable process that guides you step by step to a passive income.

Did you see what this little bit of work did? Just one round of refining can get your message clear and make someone see what's in it for them.

And that is all you need to do. Did you know that finding my 1-sentence-introduction in the same way we refined the tagline here, was the first thing I did, after the call from my late wife all those years back, when she told me she was sick and going to die if we don't raise this money fast.

Communication and clarity change everything.

People need to see and understand that you understand their problem better than they do, so it is easy for them to assume that you must have the answer to the question as well.

Part Seven

Creating your problem-solving benefits

It's time to put to good use what you learned so far and create your complete ideal transformation chart and all the messaging around it. You will be super happy you did this work early on.

The best part is when you create pages and more for your product, later on, you have all the content you need to make it amazing.

Even better, while creating the different pages and videos, you can hone into details and refine additionally to get it even more transparent and better suited.

This is your job now:

"Create all needed problem-solution-benefit sets!"

Part Eight

Get people to test your online product before you even have it!

You might wonder: "Test it? Stefan, I don't even have something to show yet!"

Yes, yes, I hear you.

It's not about testing your whole online product. But your Taglines, benefits, communication, and if it is all clear enough for people to invoke interest, desire, and urge to purchase from you.

See if people jump on it.

Talk to strangers, people you met online, friends that are more distant from you. And so on.

You want to collect opinions and find out if people understand what's it all about and if they are triggered by it.

See, creating so ething is beautiful. But knowing that it is wanted before it is even ready and available makes the whole process much more comfortable and direct
.
Here are two fantastic ways on how to do that:.

Way One

Make a little Free Webinar where you invite your friends, people from groups, etc.... Use your tagline to get them hooked in.

And have a simple Zoom meeting prepared for 5-10 People.

It doesn't take a lot.

You aim to talk about the Problem and Solution within the Webinar for up to 30 minutes.

People will learn why they should solve the problem and what there is to do. The how does not matter.

What you want from them is that they ask questions.

And that they give you feedback on your planned online product!

With that, you are going to get exactly what people need, want, don't understand, are stuck with, etc....

Your future product will be so much more market-oriented with that it will be a win for everyone!

Way 2:

Talk with everyone you can and get immediate feedback. It's faster than setting up a meeting and inviting people and getting them to come. Still, you got to put in the effort to talk to as many people as possible one to one.

Take a number: "3-5-7" people this week and get them excited about your new online product.

Open a conversation like that: "Hi X, I am onto something crazy, and I need your feedback. Do you have a minute? "

Usually, people say yes!

Then follow up with: "I am working on an online product to solve X [Problem here], and my solution is Y [Solution here], that will bring you Z [Your Benefit here – choose 1-2 main benefits only]"

This is a great way to test your tagline as well. And it delivers you a functioning audio-logo for your online product. Take the version that triggers the most interest.

Wait for the response and dial deeper: "When you hear that, what does it do with you? Are you getting curious? Does it make sense to you? Is it desirable to learn more? Would you like such a solution? Do you have any questions?"

Get as much you can out of the person in front of you!

Let's go forward from here.

Take the testing very seriously. You need it to make sure your online product is a target match!

Meaning, people actually can use it, understand it, and have a positive change with it. Getting them, first of all, to want more from you and secondly, recommend your solution automatically.

Bonus Way 3:

This is also how I raised the 42000 € all those years back when nothing was working for me.

Give out free consulting calls where you promise to solve a problem for your ideal customer.

Invite them into a free zoom or online call and guide them through the steps of your solution.

Then offer to work it out with them together, so they make sure it's going to work for them.

That's what I did. I talked to 400 entrepreneurs, asked for their most pressing obstacles right now, and offered to speak with them for free to solve it. Within the call (80 people booked it), 28 said yes to me and my online product.

Part Nine

Create a System out of your online product overview

Oh, how exciting we are starting our creation phase now. This will help you craft your solution into something saleable and viable. I mean, the viability is already proven when you got interested people from your test-phase.

Here another little trick on how to get it out to more people before it is even there. Have a test-group of 5-10 of your interviewees that you questioned about your solution.

Tell them they are getting it all for free, only for two little favors in return:

If they like the solution and find it useful – they should give you a video testimonial about it.

Feedback along the whole way to refine and make your online product even better

Another win-win here for everyone. And it is creating social proof for you. Also, before anyone has officially started with your online product. Great, isn't it?

One more trick - tell all of them that they get a 30-50% commission for commendations they made!

Let's get back into your overview. You have the "before and after-state" of your ideal customer.

Remember? Good! The overview of how the transformation will take place and what steps your ideal customer has to take to make it happen! That one. Take that now, and we design your system around it.

Let's say we have three steps to keep it simple.

Step 1: Learning how to get your online product idea

Step 2: Creating your online product

Step 3: Sell your online product

You could say – these three steps are my system.

Systems are what people love to by. It makes things tangible and real.

However, you want to hone into a bit more here.

What is the system behind the steps?

How can you elaborate on it in a way that it sounds fantastic and gives the framework of those steps without giving the steps away?

This is our job right now. Let's take it to step by step.

Step 1: Learning how to get your online product idea

The system behind it: Understand your ideal client!

Without knowing your target market, your products won't stand a chance. Sad but true and one of the biggest obstacles my clients have to overcome first.

Step 2: Creating an online product.

The system behind it: Fill a need!

In other words, you get a solution to a specific problem and refine that solution as much as possible.

Step 3: Sell your online product!

System Behind it: deliver a solution!

Your complete 3 step system could be:

Understand your ideal client:
Fill a need:
Deliver the solution!
That's it for all

three steps, necessarily.

Communicating it could go like that: "with my online product [Name here] you learn exactly how to – Understand your ideal client – Fill the needs they have most urgently – and deliver a matching solution that sells like hot chocolate on a cold winters day."

Something like that … Again, you want to take your system and the communication around it and run it through step 6.

Refine your communication always with those questions, and you are in an excellent way to make it clear and easy to understand for your clients.

Part Ten

Create your first Intro Video to introduce your online product

Videos are huge.

They are a big must for everyone who wants to digitize authentically. And a must if you want to have an excellent all-round online product.

But where to start and what to record These are two tremendous obstacles on the way to impactful videos.

As with everything, refining is the trick.

However, to get you started right away, I will show you exactly how you can do it yourself. And no, you don't need to visit acting-classes, book film-maker courses, or other crazy things to get this right.

All you need you got already with you. And thanks to our first nine steps, you got the communication you need as well.

Do you need to learn it by heart? Nope!

Just the direction is needed. With those seven secret tips, you learn how to make videos work for you:

See the Camera as your best friend. Personify it to make it easier to talk with it.Take a moment before you start recording and play with the camera. Do some silly things, laugh without reason, get your energy up, dance? Be excited about what you are going to share.

Have enough light. Have either daylight and being outside while filming, or enough lamps to get the best possible quality for your video.

Record on HD Use a new smartphone – you don't need to have a professional camera – ever.

Have a microphone. Lavalier style or wireless. Whatever you prefer. Relax and speak from your heart. You know already, and you can deliver it!

Understand that you are good enough to do this. There is no need to get stuck or hung up with it. Why?

You can and should be yourself. That's why talk with the camera like you speak with a good friend.

Explain what is going on. Introduce it like you would do it to another person.

Two more important things:

The camera swallows 60 % of your energy. So, get your hype up. Overact a bit and give more pressure to what you say to keep your energy high.

Speak up and louder as usual.

Smile! Wide! Bright!

Phew, that were some tips there. Usually, you'd pay coaching (4000 € and above) to learn those.

Anyhow, we need to get still you set for your first introduction video of your online product.

Remember all the work at the beginning of the problems and solutions and benefits. It's time to get the top 3 out and in front of you.

Read them a couple of times. Even out loud, to create the first in-depth idea in your mind on how you would naturally communicate it to others.

Then simply speak them from your heart without reading or peeking.

Once you got a little bit of a flow, we get you a structure to record them as an intro video for your online product. The most important thing to remember is: "People need to hear what's in it for them!"

If you bring that across, your job is done. Video is easy; when you know-how.

And for that, we need to keep in mind that people have a short attention span.

Under 3 seconds. So, you need to hook them into your video immediately.

Craft a hook for that out of your problems or solutions. Try different things.

If you did test out your taglines, you should have a good feeling by now for what works better to hook someone into your conversation, and whatnot.

Build your video in that way:

Hook
Short intro
Story
Close

In between you seed – problems – solutions – and most importantly, the main benefits that arise out of using your online product.

Let's take the single parts and check them out for you.

The Hook

It needs to be short and precise. Address something of urgency, relevancy, or pain to your audience.

Start with a significant issue or obstacle they have and communicate it interestingly. Great ways of doing that are:

Ask a question like: "Did you know that 95% of online products never get sold, do you want to know how to belong to the 5% that sell? Then watch this whole video!" Statements like: "How to… The secret to… Three steps to… "

I am sure you get the idea.

Short Intro

Introduce yourself.

Ideally, with a 1-2 sentence brief, a unique introduction that states exactly who you are and what you do for people.

Like mine: "HI, I am Stefan Logar, the World's First Digital Life Enhancement Expert, and I help my clients to digitize authentically without stress, overwhelm and frustration, to impact their market and reach their goals."

Your Story

Story Stories sell. That's it!

Mix in a personal life story of yours, and you create an emotional bond.

While you were reading, you learned a lot about my beginnings too. I share this with you, knowing that it opens you up for more input and keeps you ready to engage more.

Whenever you make a video, remember that you need stories to connect and open your ideal customer up to your suggestions.

Tie your content to a story of your life. Something you have heard, experienced, seen, etc.… Talk about that for a couple of minutes before you tie in the problem and solution again.

The story does not need to be directly related to the content of the solution in any way.

You can talk about fishing and then get the curve to your online product by binding some similar behaviors or skills needed together.

It's important to stick with your truth, be honest and open, and share from your heart.

Close

Closing properly is essential. Without the next steps, nobody knows what to do or how to get your online product for them.

Adding a call to action – the next thing your viewer got to do – is a must.

Have them precise and in the now.

Example: "Sign up for the Waiting list now!"

"Join the free webinar now."

"Take your seat at this upcoming event."

Whatever you want them to do, describe it accurately.

Then go the extra mile and show them how to do it!

Showing is better than telling. And it helps people to understand how they get value immediately!

When you ask yourself how long your intro-video should be... then there are different answers to that.

I would recommend you to have 3-4 different versions of it ready.

Create one without time in mind.

Just talk and do it until you have it.

In general, long-form videos with 10-30 minutes and more tend to perform better than short ones.

When you have it, you can edit it afterward and create a 2-4 minute version and a 10-minute version out of it.

Depending on where you want to use the video, longer versions make sense.

8-15 minutes for Youtube
Up to 9 minutes for Facebook Pages and Groups
1 Minute for Instagram
5 Minutes for Pinterest
And any length really for landing-pages and webpages.
Now we are going to create your first simple sales page around your online product!

Part Eleven

Sales Page

Let us demystify the building of sales pages and get it clear and easy for you to start with something workable.

What don't you need:

- Any web or technology experience
- Any idea of sales
- Graphic design talent
- Understanding of Web-architecture or user interface design and user experience

What you need:

- Time: A couple of hours, if it's your first time building something like it
- Patience
- And the knowledge that you are good enough to get it done!

My recommendations for tools to do it!

Now we get into the meat of it, and you will leave with something do-able!

Oh, and before I forget it, we are halfway down the road to a viable online product of your own making.

If you wonder why you need a sales page, well, it's easy: You want to be able to sell online on your terms!

Even then, if you utilize other solutions like ClickBank, or DigiStore, or others.

Let's start with what you need in detail, especially the tools I recommend you use to keep it smooth and manageable.

You need a domain and a hosting – if you have none, I recommend cyon.ch (if you get a hosting make sure to choose the double cherry hosting – you get a free SSL security connection with it)

When you decide to host with Cyon, install your WordPress with one click through the apps section of your hosting. Very straight forward and hustle free. In a couple of minutes, you are all set to go.

If you host somewhere else, make sure to set up a WordPress installation as well.

Why WordPress?

It is easy, fast, stable, and very far spread. There is a plugin for everything, and it is perfect for beginners and seasoned professionals alike.

Plus, you will handle everything with more ease. And you can use everything from this article to the fullest extent.

Book your domain directly after the hosting. I recommend naming it after the end-result or transformation that people experience. So an online product domain for web design could be called: "webpage-mastery.com."

Something else, if you want to get things done authentic and with the most crucial ingredient for proper marketing. Book your name -domain... like mine: https://stefanlogar.com

When you have your field – or name domain. Add a subdomain for your membership area.

Keep that both separated to keep your page loading fast and focused around one thing – you and your online product solutions.

Subdomains are free and in 1-minute set up within Cyon.

Yourdomainname.maindomain.com
Example: buildwebpages.xxxxxx.com or like mine
https://digitizemasters.stefanlogar.com

That is all you need to get started.

After the installation of WordPress is done, we will prepare the page for everything you might need:

Install plugins to get your page ready for your online product:

- Complianz or any other cookie plugin of your liking woocommerce – if you want to sell the course directly with a payment solution like PayPal or stripe; otherwise install the plugin of your handler (ClickBank, DigiStore, etc...)

- Membership solution – I recommend Paid-Membership-Pro – Premium version (DigitStore as an own solution though, you can use that as well)

- Recaptcha from Google - Nested Pages – to arrange your pages with drag and drop
  Caching plugin like WP-Rocket, or for Cyon hosting - LiteSpeed Brizy Webpage Builder – with Brizy Pro / or any webpage builder of your choosing
- With the Brizy Builder, a template isn't necessary. Otherwise, install one of your likings... the builder handles the rest, so the model isn't too important.

You can check out all those plugins behind their names above...simply google them.

Wow... that was quite a bit of preparation, but now you are ready to get started. Setup the following pages and make sure to fill them:

- Imprint
- Privacy Policy
- Cookie Policy (with Compliant this is created automatically)
- Program-Name-Sales-Page

We extend on that later on.

When you have your sales page. Create a simple footer menu with the privacy policy, imprint, and cookie policy linked — nothing else.

There is no need for navigation as the sales page has one job only. You are getting people to buy your online product from you.

Part Eleven cont...

Let's start with a simple build that works most of the times very well: (see one in action: Link)

Your header-area.

Have a picture of yourself in front of a background that supports your online product
Be careful, and not just use any picture.
Use free platforms for your images like Pixabay.com or pexels.com
Your image should be authentic and of high quality. Make sure to look at the camera directly, smile, and have intentions set to making life for the visitor better when shooting the picture.

2. Your Headline should introduce what people get immediately. Very short and to the point. Ideally, you use your "one-sentence-introduction" for it.

- Follow the link to find out more about this
- The first call to action, exact on what to do next: like – sign up now – learn more – get started now – and so on.

3. That is your header-area.

- Below the header: Your system or Method. Write out and design out your order from your product and place it structured below the header.
- Make sure it flows nicely and gives the benefits of each step within your system
- Have another call to action like – book now – or purchase right away – secure this offer

4. The next section should be a little video from you: Introduce the proposal, talk about the benefits and the positive transformation.

How is live before or without your service/product – how is it after using it? Include another call to action and seed the name of your product within the video. Just mention it a couple of times. Speak from your heart, and what you intend to make possible for people with it. Of course, a call to action below the video is needed.

Create a testimonial section that has 3-4 testimonials from your testers here. (see how this comes together?) The ideal way to place them is this:

a. Have them as video
b. Next to the video a quote out of the testimonial – written down
c. The Thumbnail of the video should show the person that gives the testimonial
d. The name and position of that person should be written above or below the video

Call to action here

The next section talks solely about the benefits and positive transformation of your product

- Come up with 3-7 bullet points and short 1-2 sentence about them
- Place a call to action at the end
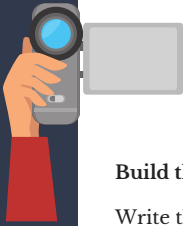
Part Eleven cont...

Build those bullets in that manner:

Write them in an active language

Keep them in the now

Use actionable words to start the bullet point like – do, learn, create, experience, design, feel, make, etc....

Then describe the transformation with it

Example: learn how to create beautiful webpages that sell in under 2 hours

- Make sure they are precise and clear about the benefit
- Whenever you can give numbers and possible timeframes (as long they are correct)
- Create a call to action section

Have the whole pages designed simply? Not too many colors or graphics here are crucial tips to get it done nicely.

- The less you design, the more refined it will be. Give it more space, and use emptiness to guide focus
- Have max. Two different fonts
- Have max. Three colors 1 of which should be only an accent
- Give your Call to Action Buttons a standing out the color that you do not use usually, or anywhere else on the page.
- For every section, limit your images to 2 max. The fewer, the better.
- Keep your sentences short. No more than 3-4 per section. Or 1-2 per Bullet.
- Variate your calls to action. Never use the same twice.
- End with your footer.

And you are good to go.

If you wonder where all the buttons with a call to actions lead to – to your purchase form for your online product, of course!

For that, you need to create an online product in WooCommerce and define the price.

Now, to make it look a bit nicer, use the WooCommerce shortcode a little snipped that looks like this [product id="1234"][/product] and design a little page with an excellent title and footer.

Place the shortcode in the WordPress shortcode element from your page builder.

And you have your sales page.

This is all that you need for your sales page, quiet the bit here. Take your time to go over it and follow along while creating your page for your online product.

Part Twelve
Create a Sales Video / Sales Content for your online product

Many people believe that selling is difficult, hard, or evil.

If you think so too, you might as well stop having any business ideas. Without selling, nothing changes or grows.

And there is a simple way to do it that is authentic!

Let's explore how to create a sales video without being salesy or pushy.

You already got great tips to make your videos amazing a couple of steps back! If you skipped over them here the direct link: LINK (you will be scrolled back up!)

Creating videos is something you will get better naturally by doing them.

The very first thing you should do is write down your video outline.

Remember **the Hook-Intro-Story-Close-Call-to-Action** plan for great videos?

It's time to take that and go over it again.

Just use it as a pointer. You do not need to learn it by heart. However, you should speak it from your heart.

In the beginning, you might need to do 3-4 different recordings.

After you have done one, listen to it again.

Selling in videos isn't much different from trading on stage or live. The one thing you don't have in comparison is the reaction of your audience or client.

That means you need to refine your video afterward a couple of times.

Sales Videos should be designed all around the interested person that might watch the video.

- What is their now situation in life?
- What are their pain and problems?
- What do they want to have solved now?
- What do they want to gain or achieve?
- Building a compelling vision of a future where the troubles of their lives aren't any longer a thing, is the best way to make sure your video is watched all the way.
- When you now include the benefits of your solutions and make clear with examples of how valuable it is for their transformation.
- Then you have a sales video that does what it should.
- Your call to action or your pricing process is the next thing to refine now.

For Sales Videos, you have different approaches for pricing your online product:

-
- The launch – with a special discount
- The Price drop Game for an online product
- The Straightforward Pricing

There are many more; these three should give you enough ideas to get started.

Choose one and roll with it.

The Launch of your online product

When it comes to launches, there are some fantastic strategies. Early Bird deals, Webinar launch, Video Sequences, and more.

When you start early, that also means that people who join in early should receive some kind of extra or bonus that others after the launch is completed won't get.

Here you can play with discounts.

Like join now and receive a 60% discount on the original product price. The official launch is in 30 days, and that's why you are getting bonus X and Z on top of the discount as a sign of value and gratitude for joining in early.

You can have discounts as high as 90% to get things moving and people filling your products or services faster.

Be aware that you should limit the number of people you let in like that if your service involves real-time with you.

The Price drop Game

You need to know that people value and price everything themselves. They decide if something is valuable or not.

If your offer creates a big enough urge and paints the picture of their benefit and transformation strong enough, then your price should find reflection within the desire to have your product.

In other words, – if people see how much they would get or miss out on, if they don't act immediately, and your price is reasonable, you create the desire to purchase from you.

Within a price drop, you can do anything from 5-45%, and anyhow, you should avoid making too big drops as they will be perceived as unbelievable, and the taste of something off sticks around after.

Your online product should be priced after the results people can achieve. The higher the live-changing impact with it, the steeper the price.

For example. You created a 4-module online product with nine steps and bonuses. Your outline is clear, and you got the communication down. Pricing this at 867, - € would be reasonable!

The perceived value, however, could be much higher, especially when you have the communication of the transformation sorted out.

So start setting the value at 1497, - € and then drop the price down after to 867,

Pay attention to the method of doing that correctly. First, build pressure.

Show what they get in detail and explain the benefits. Have high energy and speed during the Sales process.
Drop the Value Price early on and leave it standing in the room. Let it sink in. Explain the complete content again and then drop the price with an explanation of why you lower the cost. Something reasonable. Something from your heart.

Honest. And straightforward to follow your idea behind it clearly.

If you have no reason to drop the price, then don't do it.

You can stagger drops up to three times. But careful. To many with too steep drops might come across as unbelievable or fishy, and can leave a scamming aftertaste.

The Straightforward Pricing for your online product

Despite any real value that you give your product. Choose a price point and stick with it.

It's easier said than done. And we will explore in a later article how to price your online product based on a couple of different factors, including yourself.

For this strategy, take your initial price idea and double it.

If you still feel very comfortable with the number, then double it again.

Do that until you feel uncomfortable asking for the price.

Now go down in 10 or 100 steps until you feel comfortable with it.

Make sure you price it with a seven at the end. The seven is the new 9 for a while already.

The last thing to remember for your sales video is to seed your online product name during the entire video from time to time.

Something like this:

"This is your Benefit X, and to get there quickly, I created the "Online Product NAME" for you."

Then simply go on with showing the benefits and transformations.

Don't do this after every benefit.

Limit your seeding to 3-4 times within 10 minutes.

Your sales video can take time.

And for the best ways, you create two versions.

The abridged and distinct version that stays below 5 minutes

A refined and in-depth version that can take up to 40-50 minutes

Create Sales Ads to advertise your online product

I know many people are overwhelmed and scared of Ads.

Either you heard already that many people lose crazy amounts of money running ads.

Or you saw so many "gurus" explain the newest, only, best way to run Ads ever, and if you did not do it, you loose Quadzillions.

All of that is fun, and might be true, or not.

The thing is after reading a couple of books on that topic, running with three different Ads programs and being taught by Deans Graziosi's Sales Team that run Ads in the multi-millions, I found only one way to do Ads authentically.

And that is usually to give a crap about all and any strategies.

"OMG, what do you mean by that?" Don't worry; I don't tell you to forget all you know or learned. I also don't tell you not to go learning from others how they do it.

I am telling you to find the way that feels best to you and give it a try. But, to include a twist that makes it more you.

This twist is the Authentic part, everybody is talking about, but nobody is teaching.

When you followed the best on the market for over ten years, like I did, and you bought nearly everything they have to offer.

Then you will notice one thing.

They sell the same things over and over again, just change their wording to match current hypes or sensations.

The stuff they give you is still the same old thing.

Why? Because it works.

Are they teaching you to be authentic? Nope, sorry, that stays up to you.

And you know what. That is why I am teaching all my clients how to be authentic in a digital space
.
And it comes with hurdles. After my late wife died in 2018 due to a severe lung infection. I dialed deep into the authentic part of being alive.

Of doing business. Of selling an online product or services.

Being left behind with three little kids, one merely one-month-old, I needed to re-center and focused on what worked for me. And everything that was costing energy flew out the window.

If you are not authentic, you need to keep a masquerade up. It's hard. And maintaining what others got to know from you is even harder.

We all are doing that. Countless times over the day. Be it around friends, work-colleagues, online, on different profiles, within product services of ours, for clients; the list is endless. So are the masks we are wearing.

How come we are doing that to ourselves?

We believe we need to be something or someone else than who we indeed are. Most people I met in over 14 different countries while working and digitizing them authentically with my knowledge and online products, they were wearing masks, pretending to be something they were not. Lifting the veil for them was a great liberation. One that I have done for myself as well. Raw, authentic, self. That is what is needed to succeed today with the clear intent of making lives better.

You future-proof everything you are doing when you are doing it with your true authentic self.

And shining this natural version of yourself into your online products will turbocharge them in all matters.

Back to Ads.

To run them authentic, you need to do two things.

Never use a script. Speak only from your heart.

And focus on the one who possibly will watch your Ads Test!

That is something I find all of the Great and Mighty Marketers have in common. They all tell you to test.

They don't tell you how in detail, but they all ask you to test.

If you want to win with your product, the Ads are the smallest factor.

The whole rest has to be refined and optimized down to a very distinct process, and everything needs to be optimized.

Refine it all, from landing-pages to delivery over to purchase processes, and so on.

When all is standing, and you made some sales, you can think about creating ads.

When you are ready to give it a go. Start small. Take a 500 – 1000 € Budget Create 2 Video Ads –
One that is between 8-20 Minutes long – like a mini webinar or sales video. Remember here the Hook-Intro-Story-Close-Call-to-Action way of doing that. Just add a bit spice to it in the form of 2 useful and applicable actionable things that people can try out immediately from your ad.

And another one that is 5-10 seconds long. Add an interruptible pattern like a fast-moving, or crazy pattern, or different colors, or something stupid to it.

You don't even need to speak in it... Just point to something, maybe on a cover, a sheet, a print, or a monitor in front of you. Zoom in to it, add a call to action, and you are good to use it.

Then create an image out of the videos to counter-test it with the videos and create a small slide-show with 4-5 different photos as well.
When you want to create a working ad, write a copy. OMG, that is so hard.

Well, you have everything you need already done.

Take your Benefit and online product overview and start crafting a story around those.

Come up with 3-4 different angles to test against each other.

When you create ads, make sure to develop ad-sets, and within each of those sets, have your different videos and images competing against each other.

Like this: IMAGE of Campaign – AD-sets-Ads with different angles

Create a list for live FB and Youtube Streams to promote your online product

This is again very straight forward.

Find ten different topics based on the online product that you could talk about forever.

Write them down.

Now split them up into four sub-topics each.

Find two days a week where you want to go live on FB or Youtube... One day for each platform.

If you don't have accounts, it's time to create them and make new friends.

In every life, you talk about one of your subtopics and then concluded in the 5th installment of experiences with the whole main topic again where you sum up.

Talk about the what and why it is crucial and add one how to each presentation.

Just talk from your heart and experience.

Keep it rolling and straightforward. You don't need to watch the time.

Just run naturally with it.

The longer, the better.

As long you provide valuable insights and keep it interesting, you can run forever.

What makes doing this so significant?

Live streams are a great way to raise attention and gain momentum for your online product.

At the end of every stream, you place a clear call to action like – learn more on my specially designed page for my newest online product that will help you understand the content from this video even more.

Or something in that direction.

Also, for your live videos, start with a strong hook. And then follow with your introduction and story.

You see, whenever you deal with videos, stay in that framework to deliver something memorable and useful for the viewer.

Roll with it, no matter how may view you get, staying persistent and consistent with it is the key.

To build an online product that sells, you need to be in it for the long game. It's a marathon, not a sprint.

Create your content videos for your online product

See, we are back at your online product now. All the Marketing stuff is prepared, and you are ready to roll out.

Do that immediately.

Make people hot for your online product to come.

And give yourself a deadline when you want to be finished with it all.

For everything you do, it doesn't need to be perfect or super professional; it needs to come from your heart, and it needs to deliver value.

Be yourself, be authentic, be like you would be around your very best friends.

Or like you are when nobody is watching.

To get your content videos done. Follow the same outline as before.

Every bit of learning needs a hook, a story, and a call to action.

You won't need to introduce yourself here anymore. As you already did that, plenty upfront and people invested in themselves now with your product. So, keep the focus on the story to tell.

Quick tie back here – introduce yourself within the live-streams as well. Every time! The more story elements you include, the more memorable and impactful your content will be.

That sounded almost like something Yoda would have said. Do you know the little green guy from Star Wars?

Well, it's true.

Stories sell, connect, awaken emotions, and open up for learning. That is why in your content-videos, there are 2 new crucial parts in them.

Give 1 Thing they can use – Give them a Tool or Method, that you have discovered, that you use, and let them learn all about it. Preferably within your story, or directly after your account.

Tell them what and how to do it with this new Tool.

The Call to action is then to give them
A) Encouragement to test and use their newfound wisdom now, and
B) To tell them what to do next. Like: Watch the next video – Download the Audio and so on.

When it comes to your Videos, keep them short. Between 1-15 minutes max. Have rather a couple more videos than too many long videos.

Also, limit the 15-minute video versions to only a handful per module. The more comfortable and faster your content is to be consumed, the more people will come back for it.

Remember to have enough light and good quality of Audio.

Set your Camera up and record on HD. Work your way through your overview steps and sub-steps.

Each step and sub-step will become one video.

Add Introductory videos to every module – within those you talk about what they will learn and how that will change their lives.

Have a conclusion video in which you again encourage to use all the new things they learned, to download your workbooks, to be active in a select Facebook group for the course, or whatever you want them to do next. Also, for your content, speak from your heart, and personal experience. Tie your knowledge in. And you will be golden. Do not overthink it. You are already good enough the way you are now to get started. And that also means you are good enough to learn, grow, and get better with everything you do on the way to your goals.

Create bonus material
for your online product

This might be obvious or clear.

I still want to give you some seeds of thought, so you can design a more holistic online product and give it more value to everyone who will use it.

- Have the audio file from each video. Save it and have it as a bonus download to each video of your online product.

- Create workbooks — short versions with a summary of your online product videos and a task to finish.

- Add bonus questions to your content, so people get triggered to think and expand on what they've learned

- Create online Groups on Facebook or anywhere you like to create a community around your online product.

- Give bonus Live content with you like a Webinar for everyone in the course after a certain amount of time.

- Post live videos in your closed online product facebook-group

- Send emails with additional content to all that purchased. Ideally, you create one email for each video!

- And send them sequentially. With a weekly timer.

All those bonuses can be created fast and easy and are based on the online product that you choose to create.

That way, you do not go crazy, creating endless streams of new content.

Refine and reuse what you got.

Create an Experience
Around Your Solution

You know, even online products don't work when there are no experiences to make.

How can you do that?

Well, here are a couple of ways how you can manage it.

The best and healthiest way is to engage your audience and everyone that purchased it in a community.

Make sure it is closed and for online product owner only.

Now give them weekly tasks to do that they should share within the group and get feedback from everyone and you.

Create task-groups with 4-5 people in each so they can learn and exchange on the content together.

Create accountability, so people in the group stay on course. For that, everyone can find an accountability partner in their Tasks-group and have weekly meetings where they talk about the content they consumed, the workbooks, etc.

Surprise people! Give bonus content — something you realize on the way with your people in the online product.

Add additional video content with a right to life applications or peer-groups etc.

Whatever you do, make sure that people have an experience with it that makes them want more.

Focus your energy on creating something that genuinely makes a difference in people's lives, and you will find your tribe and fans automatically.

Create a No-Brainer-Offer
for your online product

Did you ever hear the term: No-Brainer?

It is something that nobody needs to think about and yet will purchase it immediately.

Because the value compared to the price is so high that you would feel stupid and left out if you wouldn't buy.

You can do that in two different ways:

- The Price
- The Content

When you roll with the price option. You need to price your online product very affordably compared to what they get.

For example, a 120 Video online program with workshops, live time, and bonus material that teaches you exactly how to digitize authentically and to make an impact in your market in a way that you future-proof yourself and your business. For only 997,- €

You get all you need out of 12 years' experience and know precisely how to earn money online with your knowledge, all the while you are staying true to yourself and shine your personality to the world.

Sounds great? That is precisely what I've designed, and you can get my online product for this here:

Learn more, click now!

When you go over the content, the price point doesn't matter. As long it is refined down to a specific target, and the value for these people is crystal clear.

It needs to solve a need.

For example:

- My Digitize Authentically – Done with you – Mentorship for 19'997 €
- 12 The month with weekly live online appointments with me.
- Guidance through all necessary steps to find and create your online product with me together.
- Refining and building a matching online presence
- Getting communication and Marketing prepared and clear
- Rolling out content on Social Media, Webpage, and more
- Preparing the whole product and learn how to sell it
- Creating impactful messaging and sales methods based on your personality
- Breaking through limiting believes and stay on top of all
- Getting all the needed tools and applications for your solution
- Creating true value

And much more…

I know I know, I could have prepared the list a bit more in-depth. I didn't want to create a whole sales page for you, if you want to know what is included in those 19'997,- € then we would need to talk.

For that, you would need to fill out an application to see if we are a match, and then you can book an appointment with me to learn more about it.

Without an application, which is currently not available (I am fully Booked)

You can purchase the appointment for 997,- €.
You will get a roadmap towards your authentic digitization out of that 2 hours call already.

You would know exactly which direction to take, what to do, what questions to answer, and how you can start immediately.

See, that is invaluable — no more guessing, just clear direction.

Get your appointment booked now!

Start to sell your
online product

While all that creation of things is fun and relaxed, we need not forget the most important thing to do with your online product.

I am selling it!

Yes, that's right.

The time has come.

Start to find 10 People who would buy it off of you right away.
And sell it to them.

See them as your test-audience for the sales process.

You will learn more what is essential for you to do and say, with those ten tests, then with any other method or knowledge available out there.

Experience is priceless.

When you know for whom your online product is, then you will find those people pretty fast online.

Talk with them, make the whole conversation about them. Ask them what their biggest obstacle is.

Then ask them if they want to get it solved for free right away. And then offer them to do it with them in a call.

In that call, you give them the solution in the form of what and why they should do it. Not how.

And then you tell them that they can either go and do it alone, which is ok or better yet they can do it with you in a guided process within your online product.

Tell them the price and leave them with that for a while.

You should quickly get 2-5 out of 10 into your online program. If you seasoned in sales, you might even close all ten if you crafted a valid no-brainer offer.

Overall, selling is what will make all the difference.
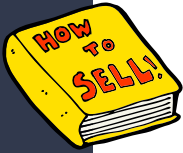
Keep your focus on the person that you want to help and let them do the talking.

To keep people engaged and learn more from them, mirror back what they've said to you.

The easy, a bit awkward way of doing it, to repeat back the last three words they say in a question.

More comfortable is to rephrase using their words and form a question out of it.

Then let them talk more until you know enough about them to mirror their pain and issue back to them in a way that they wouldn't be able to explain it. With that, they automatically assume that you have the solution.

Then you offer your online product as the solution. And you are golden.

In live sales, that is easy.

In video sales, near to impossible, that is why there you need to cover all the bases. Every possible fear or objection should be addressed through the process of showing how life is before your online product and how it is after they consumed your online product.

With that in mind, let's focus on the last parts of this Article and get you to create the delivery sequences and more.

Create your delivery pages and systems for your online product

I highly recommend that you start easy.

Do not do it all by yourself; if you do, you could get lost in all the needed functionality.

We will explore a list of possible tools and solutions for you at the end of this Article. Within the next step, really. So, stay focused. If you have gotten until here, you are amazing and want to make a difference for your life

Congratulations on that. I respect it. I was there once, and I did the work. Now I am living in the Philippines, in a paradise-like place really, and enjoy life to the fullest while helping amazing people around the globe to make a difference.

Whatever you want, you can build the foundation for it here!

That means you need to apply what you learned here.

All of it.

And then go and try it out.

Look, if things don't work or you are making a mistake, that's GREAT!

WHAT? Are you serious right now, Stefan? Significant in what way?

With mistakes, you open possibilities to learn, grow and get better at what you are doing. You can optimize your online product. And you simply need to try again. OR a different angle. Never give up.

IF I had given up, my late wife would have died four years earlier, and I wouldn't have a beautiful baby girl here with me.

I will show you a simple structure that you can build yourself with your membership tool if you use the same, I recommended you at the beginning.

After using five different learning management systems (LMS) 2 different done for you services for online learning platforms, I reverted to let it be handled in a membership plugin on WordPress.

You just have better control, and your costs are overall lower.

Here are the pages you need to design:

- Landing Page, which explains and explores your online product and its benefits.
- Your landing pages leads over to your sales page
- Your Sales Page – you already created that or have the outline for it.
- Your shopping cart – purchase page; if you make it separated from your sales page, you can combine that – recommend you use woo-commerce for that.
- Your Dashboard or Membership
- Account page with links towards all possible tools and start-pages
- Your Program start page with a welcome message in video and text form and the access to all modules of your online product.
- Your module overview pages – 1 for each module
- Your content pages – 1 for each video.

When you created all those pages, it's time to fill them up with content.

The best way of doing it is this:

Create 1 Module and 1 Content page in detail first.
Then clone those pages over (nested pages plugin can handle that)
After cloning, you simply change the content, the links, and video, and you are done with the next page.

That way, you are much faster in creating the whole membership area.

Now, in Paid membership pro and in all other solutions that I know of, you can and have to protect the pages from unauthorized access singly.

It means that you need to open the page and then check the option for membership levels required.

Keep the structures of your pages clean, secure, empty, and neat.

The less on it, the better.

Link each video to the next and back to the overview. That way, you keep people going through it in a straight direction and minimize jumping around from video to video in different modules.

At the very least, you make it a bit harder to do that.

As you want, 95% of people to go through your content straight from video to video that is the best way.

I do not recommend the usage of Drip-Feeding content even though that is possible. It is too limiting and can be annoying for people.

Some go faster, others slower, again others only want access to a specific set of information, etc.... if you make it hard for people to get to what they wish to, their experience with your online product is less fortunate. They won't come back for more.

Test everything out. See if all links work and lead to the intended other pages. See if the sales process, the registration, the emails, etc.... are triggered correctly and work.

Play it all through once. If you feel that this is a too horrible job to be doing, hire someone to do it.

Take a student give him 20 bucks for testing it all out. And tell him he gets 1000,- € valued course or however much your price is for free as a tester.

Fix all and any issues that might come up, and you are golden to open it for the public or for all that pre-purchased already.

Tools and Application that help creating online products that sell!

1. All in one Solution: Kartra.com
2. Wordpress with:
    1. Woocommerce
    2. Paidmembership pro
    3. Brizy builder
    4. Mythemelogin
    5. Payment via – stripe or paypal (idealistically)
3. Active campaign
4. Sales:
    1. Direct on your webpage – you need to handle tech etc
    2. Clickbank - https://www.clickbank.com/
    3. Digistore - https://www.digistore24.com/
5. Platforms:
    1. Udemy - https://www.udemy.com/
    2. Teachable - https://teachable.com/
    3. Facebook – Groups - Units
6. LMS (Learn Management Software)
    1. Learndash for wordpress and themes optimized for it:
       https://www.learndash.com/
    2. Learnpress for wordpress and themes optimized for it:
       Plugin https://de.wordpress.org/plugins/learnpress/
    3. Thrive-themes
7. Supportive:
    1. Grammarly – correction – spelling -
    2. Plutio – Project management and more
    3. Deepl – Translation with AI
    4. Canva – online graphic designer
    5. Otter.ai – transcribing with AI

Depending on what you want to achieve, you can go for a very custom, or a very narrow solution.
The more control you want, the more work you need to put in though.
If you don't want to figure it all out on your own.

You can book a free 30 Minutes pre-planning call with me for free here:

book now!

Have a beautiful time creating your online product or service that sells!
I see you in the next Article
Sunny Regards

Stefan
.

I've been working in this online space for the better part of the last 15 years!

With over 69'734 hours of refined knowledge in digitization you learn what works!

STEFAN LOGAR