



ConvertKit

Grow Your Income Primer

COMMUNITY GROUP WORKBOOK



Hey Creator!

Welcome to the Grow Your Income Challenge primer!

Looking to add more income to your business? Well, you're in the right place. This primer - which is housed right within our [community group](#) - is here to help you create your next product or service.

To help you create a successful product, this primer includes:

- This workbook to study each lesson of the product creation process + take brainstorming notes
- A weekly action step that will be posted [in the community group](#) to help you get closer to your product creation goals
- An accountability coach in the community group to help you stay on track and succeed

Why should you join the primer?

We're here to help you get ready for the Grow Your Income Challenge. This challenge is all about launching (or re-launching!) your product to start building a new income stream. But before you can participate in this challenge, you've got to have something ready to sell. That's where this primer comes in - to help you get from ideation to creation of your next product.

The more you understand how to transfer your valuable knowledge into something people can use to enhance, empower, and enrich their own lives, the better equipped you are to be a wiser business owner and more thoughtful creator. We built this primer group to show you how that's done.

We can't wait to walk you through every step of creating a successful product from scratch and prepare you to join the [Grow Your Income Challenge](#) in the near future when you're ready to launch.

So, be sure to:

- Join [the community primer group right here](#) if you haven't already so you can be kept up to date with weekly action steps
- Introduce yourself in the group and participate on a weekly basis!

We'll see you inside!

The ConvertKit Team

Contents

Module 1: Product Planning **04**

- Lesson 1: Discovering your niche 05
- Lesson 2: Unique digital products to create for your niche 09
- Lesson 3: Clarifying your product's goals and purpose 13

Module 2: Product Creation **15**

- Lesson 1: Creating an ideal timeline for all product tasks 16
- Lesson 2: Creating a product content outline 19
- Lesson 3: How much content to create 22
- Lesson 4: Planning a sustainable creation process to consistently get work done 25
- Lesson 5: Lead magnet ideas to grow your email list prior to selling to them 28

MODULE 1:

Product Planning

LESSON 1:

Narrowing Your Niche and Creating Your Ideal Customer Avatar

Whether you pronounce it “neesh” or “nitch”, one thing’s for sure: specificity is king.

Have you ever gone to a networking event and asked someone what they do, only to be told a laundry list of 6 things they’re working on?

While many of us are naturally multi-passionate, it’s important to build a memorable brand by narrowing in on the one thing you do best. One purpose. One mission statement. One focus. One niche.

When Nathan Barry created ConvertKit, he didn’t design and develop it to fit every industry on the market. He had a very specific goal: to help professional bloggers and content-driven business owners make an income online through simple, easy-to-use email marketing. By niching down, Nathan was able to give a valuable solution to a specific audience rather than trying to build software that pleased everyone (which we know is impossible). It’s like your momma always said, “You can’t please everyone, and shouldn’t want to.”

What valuable solutions can you offer your desired audience?

Deeply understanding your niche is the first step. Here are a few prompts to guide you through the process of defining your niche:

- What are my natural-born talents? (traits that seem to be a part of your DNA)
- What are my learned skills? (skills you’ve acquired over time)
- What would my friends and family say is my superpower?
- What are my weaknesses? (sometimes this can reveal your strengths, too!)
- What title have I used to describe myself? Does it still fit what I do?
- What do I want to be known for?

Once you’ve answered the questions, you can start to piece them together to form a better understanding of your niche. Maybe you answered that you’re a natural-born educator, always teaching others and volunteering as a mentor to budding professionals. Pairing that

with your interest in digital marketing and the result is a social media expert who gives solutions through teaching and speaking. Or maybe you answered that you're a natural-born leader, always taking the reigns during group projects as a masterful delegator. Pairing that with your interest in visual brand development and the result is a branding expert who gives solutions through big picture thinking and high-level collaborations.

All of this talk about niching down brings us to a sticky situation...

Did you notice the word we kept repeating above? You know the one: expert. The #1 fear holding people back from making income online isn't launching new products, setting up payment schedules, or even organizing taxes. It's not feeling like enough of an expert in our field.

This can also come from seeing other leaders in our industry cover topics we'd like to teach on, too. It can feel like everything has been done before, but it hasn't been done by you yet. Sure, you may not be the first person who's ever taught someone how to hand-letter an invitation or edit images in Photoshop, but no one else has your unique perspective, set of experiences, or exact blend of skills. We believe you have something desirable and unique to teach and share. It's exactly why we created Launch, so let's determine who your product is for.

Why is it important to know who your ideal customer is?

Defining your ideal buyer will help you create better, more actionable content with their specific needs in mind. The more targeted your audience and content is, the easier it is to create content that establishes you as an authority in your niche. It's better to have 100 highly-interested and product-motivated subscribers than 1,000 subscribers who stay silent and don't take action. To help you dig into the mind of your ideal customer, here's a few prompts:

- What does your ideal customer's ideal day look like?
- Where do their motivations come from?
- What do they value? What don't they value?
- What are their strengths? Their weaknesses?
- Why do they want to learn about your niche or product topic?
- What are their struggles with your product topic?
- What inspires them about your product topic?
- How do they process information and learn?

If you already have an audience, consider which blog readers or subscribers you're already connected with and if any fit your ideal customer avatar. You can also do this by looking at who follows you on social media, too. If you don't have an audience yet, no worries! You can instead search on social media and find people who match your ideal customer. It may also help

to think about people you personally know who may fit your ideal customer profile. Not every customer that buys from you will exactly fit your ideal customer profile but this intention will help you attract more of your ideal customers since you're providing tailored content that builds trust.

Phew! How are you feeling after our first lesson?

We want you to walk away from lesson one with a renewed sense of confidence in what you have to offer as an expert, a narrowed in niche, and an ideal customer avatar that directly speaks to who you want to create your first product for. Next we'll talk about what kind of niche product you should create with your ideal customer in mind.

LESSON 1 NOTES:

LESSON 2:

What Type of Digital Product Should I Create?

Your digital product goal: to teach a specific audience about a specific topic. Seems simple, right? It is until you start to think about all the different product types that are available to you. Because we love to see our community of professional bloggers and content-driven business owners share their expertise through teaching, we're going to dig into two content types we l-o-v-e.

Ebook

Since you're already creating content as a blogger, using your writing skills to self-publish an ebook may seem like a no-brainer. But maybe an ebook sounds like a BIG undertaking and you're having difficulty seeing the finish line. What you may not realize is the high-quality, long-form blog content you've already created could become a full chapter in your book. With repurposed content, ebooks are a profitable and smart way to make an income online, but is it right for you? Let's talk it through.

THE PROS OF CREATING AN EBOOK

- **It's a natural fit for bloggers:** Because you've already mastered your written voice through blogging, creating an ebook is a natural next step.
- **Reduced costs:** Since it's not a printed or physical product, ebook costs are relatively low which means a larger profit margin for you.

- **Easy to download and multi-device compatible:** Instead of waiting a few days to have a printed product shipped, your customers can instantly download a PDF copy of your ebook right after purchasing. It's also perfect for people on-the-go since your ebook can be accessed from any device.

THE CONS OF CREATING AN EBOOK

- **Lower price point:** Ebooks are traditionally sold for less than a course, sometimes hundreds of dollars less. The low end of an ebook is around \$10-15 whereas for a valuable course, it's around \$100.
- **Higher word count:** Courses are made with multi-media sources like audio and video so ebooks require a higher word count without the visual aid.
- **Often bigger time investment:** Because of the higher word count needed to create an ebook, it can take longer to create than a course. You also will need to stick to a daily writing schedule to keep on track with your deadline.

SUGGESTED TOOLS

- **Canva:** Creating an ebook cover has never been easier! You can use Canva to create promo graphics and other visuals needed for launch too.
- **Beacon.by:** Use Beacon.by to convert your existing blog posts into professionally designed, downloadable content.

- **Hemingway App:** Need some extra assistance with editing? Simply copy and paste your chapters into the Hemingway App and assess your ebook's readability and content quality.

Course

What if your product topic needs more than a written explanation? Maybe it needs to be accompanied by step-by-step tutorials and guided audio instructions. If so, a course may be a good option. A digital course is a series of individually recorded classes or lectures, usually broken into modules with multiple lessons within each. It can be offered either through your website, hosted on a third-party site, or delivered through your ConvertKit account! Courses are great for professional bloggers who want to become more visible as educators in their niche. If this sounds like you, let's go over some other pros...

THE PROS OF CREATING A COURSE

- **Typically higher price point:** With a combination of audio, video, visual, and written lessons, there's more perceived value in the eyes of a customer. This means you can raise your price regardless of the amount of time you spend on a course vs. ebook.
- **Great for visual and auditory learners:** While some people love to learn by reading, others get more out of visual or auditory teaching styles. A course can help you teach in all styles so everyone can learn something from your product.
- **More customer interaction:** By creating a course, you can easily create a community of students who are all going through the same exercises. It often makes the course worth the investment all on its own.

THE CONS OF COURSES:

- **Higher learning curve:** Creating a course will require skills outside of writing like audio and audio recording, editing, and tech setup. It may take extra time to cultivate these skills and put them into action.
- **Multiple launches:** Looking for a one-and-done kind of product? Courses need updating and editing for each launch, which creates more work in the back-end.
- **More content types:** Depending on your level of understanding in creating audio and video content, it may take more time and energy to create multiple kinds of content rather than just text.

SUGGESTED TOOLS

- **Teachable:** a custom course builder that allows to create and sell beautiful online courses with a simple-to-use interface. (P.S. Teachable is giving away a 30 day trial to test out the platform yourself!)
- **Thinkific:** also a custom course builder to create, market, and sell your online course with gorgeous design customizations. (P.S. Thinkific is also giving away a 30 day trial - it's like Christmas came early this year!)

Although popular, these two product types are not the only way to make an income online. We'll be using the examples of an ebook and course throughout the course, but you can take the same principles and apply them to other digital product types like:

- **Tutorials** - screenshare or personal video stand-alone or a collection of trainings
- **Themes and Templates** - everything from social media graphics to website themes to blog post graphics to slideshare decks and beyond.

- **Photography** - selling collections of stock photography or building a membership library
- **Printables** - hand-lettered art, calendars, spreadsheets, planners, and more
- **Membership Sites** - add various product type resources with a built-in community
- **Apps** - mobile apps or full-blown web applications
- **Coaching services** - for service-based businesses
- **Consultations** - for service-based businesses
- **Audio files** - music, beat packages, guided meditations, or any other audio files
- ... and more!

Do you have your digital product type in mind? Great!

Before we dive head-first into creating the plan for your product, we need to validate your product topic to make sure it's profitable and highly desired by your ideal customer.

LESSON 2 NOTES:

LESSON 3:

Intentional Goal Setting for Your First Product and Clarifying Its Purpose

Now that you've gone through the product idea validation process, you may want to jump right into the content outline... hold up! There's still a few more pieces of the puzzle we need to put in place. We need to set primary goals for your first product but before we even do that, we first have to understand the "why" behind what we're creating and selling.

What is the main purpose behind your first product?

When you look at a solid, strategic plan, you'll always see the project's purpose listed before its objectives. This is because the clarity of your purpose determines what your objectives are. Your purpose doesn't have to be grandiose or complicated. It can be defined easily after asking yourself these simple questions:

- What is my product going to help my audience with?
- How is my product going to help my audience?
- Why does my audience want/need my product?

Maybe it's creating a self-paced course that stay-at-home moms can complete in their own time and learn about making money online

so they can contribute to their household income while the kids are at school. Maybe it's creating an easy-to-digest ebook outlining the different processes you used to get out of debt over the course of a year while helping postgrad professionals do the same and pay off their student loans more quickly. Products are often motivated by the creator wanting to save their audience from a similar struggle they experienced or a struggle they worked hard to avoid.

Whatever is motivating you to create a product, be clear about its purpose before you move into the goal setting process.

Your goals should clearly outline what "success" looks like for your first product. First ask yourself, *What are my product goals driven by?* Are you saving up to quit your 9-5 job, starting a family vacation fund, looking to pay off your mortgage, or saving for retirement? Each of these motivating factors will largely affect the goals you set for your product depending on how much you need to make in order to satisfy those objectives. You want to go into your product launch with a clear vision of what you'd like to accomplish (like we just talked about) and what numbers you need to hit to make it a success for you.

Let's break down how to find those numbers!

With a course, you can charge a premium price (likely hundreds of dollars) because of how much value you can pack into it with extended video lessons and add-ons. Since an ebook is a lower barrier to entry product, you'll need more sales to make up for its lower price but the price point sometimes makes it an easier sell. Let's say you want to generate \$3,000 from your first product. If you sell your course at \$100, you'll need 30 students to reach your goal. But what if you increased the price to \$300 by adding expert interviews and a private mastermind community? Now you only need 10 students to reach your goal.

What if you have an email list already built? We can get even closer to our goal!

The average conversion rate is around 2% for digital products sold through email marketing. That might seem low, but let's put it into action. Let's say you have a solid 100 subscribers right now and grow your email list to 500 subscribers with lead magnets and a waitlist for your product. Here's a formula to help us find our potential product income:

- $\text{Number of Subscribers} \times \text{Conversion Rate } (.02) = \text{Number of Students}$
- $\text{Number of Students} \times \text{Product Price} = \text{Income Goal}$

If you have an email list of 500 subscribers, you'd multiply that by the standard 2% conversion rate to give you 10 students. We already did the math above to show that at 10 students, you would *exactly* meet your income goal at \$3,000 with a \$300 course. Now it's your turn! Take time to sit down and play with your own numbers to find the perfect price point to meet your monetary goal.

MODULE 2:

Product Creation

LESSON 1:

Creating an Ideal Timeline for All Product Tasks

One of the biggest roadblocks that holds back incredible product creators-in-the-making is feeling like they don't have enough time to create a product. When factoring in all of their other responsibilities, creating an income-generating product can seem far-fetched, but not with the right timeline. You don't need to take off an entire month (or more) to create a highly valuable offering. Some of the most influential product creators who use ConvertKit (you know, Pat Flynn, Mariah Coz, Katie Spears, and more) carved out time to work on their products within their already packed schedules. They just knew how to get work done in the time that they had. That's why we want to help you create a product timeline that feels manageable and motivating today.

The beautiful thing about digital products is they can be made around your schedule!

Whether you're a digital nomad blogger and entrepreneur, or building a side hustle to soon replace your full-time job income, you can create a timeline right now that fits where you are. If you know you'll be traveling on the road next week but still want to work on your product, prioritize writing blog posts around your launch, a launch email sequence, and social

media copy, all of which can be done without an internet connection. If you have an upcoming weekend you want to dedicate to your product, prioritize filming a promo video for your sales page, creating a promotional plan, and making a list of potential affiliates. Tackle what you can, when you can in a way that fits into your current schedule.

Okay, how do I decide which tasks to work on first?

The good news is you already have several of the planning tasks done from the early lessons of **Launch!** To give you clear timeline of how to plan out your product launch, we've broken down the content in to four weeks of action steps. You can always adjust the timeline to better fit your schedule or give you more time to develop content from **Build.**

4 WEEKS TO LAUNCH:

- Type of product you want to create (done!)
- Validated product idea (done!)
- Setting goals for your product (done!)
- Creating launch plan: content outline, creation, promotion (in progress)

3 WEEKS TO LAUNCH:

- Creating launch content and copy needed for selling product. Can include:
 - Demo decks
 - Product screenshots
 - Sales materials
 - Landing page
 - Website updates
 - Emails
 - Sales page
 - Swipe copy
 - Homepage takeover for opt-in forms
- Creating lead magnets and opt-ins to build your email list.
- Writing launch email sequence for interested subscribers.
- Writing blog posts around your product launch.
- Positioning your product.
- Promoting your waitlist.
- Finding beta testers and affiliates while working with influencers.
- Start posting teasers about product launch on social media.

2 WEEKS TO LAUNCH:

- Send survey to beta testers.
- Editing content based on beta tester feedback.
- Finalizing the pricing of your product based on beta tester feedback.
- Introducing your product to relevant communities.
- Sending all affiliate swipe copy.

1 WEEK TO LAUNCH:

- Setup shopping cart.
- Setup all necessary tech for live webinars, landing pages, etc.
- Creating sales funnel for people who click to opt-in and for after they've purchased.
- Creating thank you page for people who purchased.

LAUNCH WEEK:

- Keep sharing on social media and through your email list.
- Make your launch feel like a special event! A few ideas:
 - Host a live webinar
 - Host a live Q&A session
 - Hit the podcast circuit
 - Host a Twitter Chat
 - Release a new (longer-than-a-teaser) promo

Phew! It may sound like a lot, but you'll be crossing tasks off your list in no time! Set aside 10 minutes this weekend to create time blocks in your calendar so you know when to work on your product in the weeks ahead. The next section of **Launch** will be focused on Product Creation! In the meantime, you can start digging your [ConvertKit account](#) so writing launch email sequences and promoting your product is a breeze.

LESSON 1 NOTES:

LESSON 2:

Creating a Content Outline

How are things going after so far?! You've already chosen your product type, identified your ideal customer, validated your profitable product idea, and set intentional goals. Wow, you're on a roll! Need some time to catch up? No worries! Set aside time to read through the lessons before you jump into the next one. You have time.

Ready to create the content outline for your first product? Let's start.

Your product's success is found in your content outline. The more organized and streamlined your outline, the more confident you'll feel stepping into the creation process. It also makes positioning and promoting your product so much easier. Not only is the content outline important to you as the creator, but it also helps your ideal customer know what to expect and what they'll learn through your product. For an ebook, it outlines each chapter and heading. For a course, it outlines each module and lesson. So where do we begin? Let's start by listing out some of the things you already know:

- Purpose:
- Ideal Customer:
- Main Objective:
- Income Goal:
- Students/Number of Sales Goal:

From this list, we'll be able to start outlining the content within your product. We recommend doing this brainstorming session in one sitting when your focus is high and distractions are low. First, write a bulleted list of topics you want to address. Write down anything that comes to mind. We will make edits and rearrange topics later. For example, let's say you're creating a course on photo styling. You may have a list that looks like this:

- Prop styling
- Finding the right photo props
- How to find your visual aesthetic
- Creating a moodboard
- Camera settings
- Editing photos
- Branding images
- Using your camera
- Cropping photos
- Rule-of-thirds principle
- Using filters and presets
- The best photo apps

As you write down your master list of topics, you'll start to see broader themes appear along with specific topics.

Let's call the broader themes your "main topics". These will act as an umbrella for more specific topics to fall under. Let's underline these. The

specific topics then will be our “subtopics”. These are usually more actionable and follow a step-by-step process of learning. Let’s put these in italics.

- Prop styling
 - Finding the right photo props
 - How to find your visual aesthetic
 - Creating a moodboard
 - Camera settings
- Editing photos
- Shopping for props
- Branding images
- Using your camera
- Cropping photos
- Rule-of-thirds principle
- Using filters and presets
- The best photo apps
- Choosing color palette

Now that we have our main topics and subtopics defined, let’s put these into a content outline. Because we’re using the example of a course, we’ll break it down into modules (main topics) and lessons (subtopics).

Module 1: Branding Images

- Lesson 1: How to Find Your Visual Aesthetic
- Lesson 2: Choosing a Color Palette
- Lesson 3: Creating a Moodboard

Module 2: Prop Styling

- Lesson 1: Finding the Right Photo Props
- Lesson 2: Shopping for Props

Module 3: Using Your Camera

- Lesson 1: Camera Settings
- Lesson 2: Rule-of-Thirds Principle

Module 4: Editing Photos

- Lesson 1: Cropping Photos
- Lesson 2: Best Photo Editing Apps
- Lesson 3: Using Filters and Presets

With your modules and lessons in order, it’s now time to ask for feedback!

Sometimes in our brainstorm, we miss a big piece of the puzzle. It happens when we become too close to the product subject, so don’t sweat it. Getting the feedback of people who fit your ideal customer OR trusted friends in the industry can be majorly helpful in finalizing your content outline. It’ll also help you build confidence going into the beta testing phase as you get used to receiving feedback from others. Don’t wait until your outline is “perfect” before you share it with others. We recommend emailing it right after you’ve finished your first draft. Remember, progress over perfection! When you’re ready to share your content outline, ask the reviewer:

- Are there any key lessons or exercises I may have overlooked?
- What would you want to learn in a product about _____ ?
- What do you think would be helpful to add?
- What format do you think this would be best taught in?
- Do you think there’s enough content here?
- Do you think there’s too much content here?

After you’ve had 2-3 set of eyes on your outline and received quality feedback, you can make edits to your content outline and finalize it.

Now you’re a teacher equipped with a syllabus! Easier than you thought, right? Now the question becomes how much content do you need to create within each module and lesson. We’ll be covering this in our next lesson!

LESSON 2 NOTES:

LESSON 3:

How Much Content Do I Need to Create?

While you want to add enough content in your product to be valuable, you don't want to overwhelm your audience with too much content either. It may seem like the more information and tutorials you include, the higher the value of your product is, but that's not usually the case. Lessons or chapters that are clear and concise are easier to digest and more valuable to your ideal customer. This is because they get the most important information upfront rather than having to dig through long lessons or chapters to search for what they need.

So where's the happy medium between not enough content and too much?

The first question to ask yourself is "What is the right information to include in my product?"

To answer this, let's start by taking a single module or chapter and creating a content plan. We'll continue to use the example of a photo styling course from the previous lesson. The first module we chose for the photo styling course was titled Branding Images. Using this module, we'll want to set one specific objective for what we want students to take away from its lessons.

Objective of Branding Images module: To help beginning photography students understand the basics of styling by discovering their own visual brand identity.

Now with our objective, we can look at the corresponding lessons we created. This is what we wrote down from the last lesson:

- Lesson 1: How to Find Your Visual Aesthetic
- Lesson 2: Choosing a Color Palette
- Lesson 3: Creating a Moodboard

Look at each lesson and see if it accomplishes our module objective. Our examples above pass the test! If we included more lessons and another was called 'How to Create a Logo', we may find that while this is incredibly important in the branding process, it's not essential to our photo styling topic. Put yourselves in the shoes of your ideal customer. Would you come to a photo styling course expecting to learn how to create a logo? Probably not. You can ask yourself the same questions with your own lesson plans. Do this for the rest of your modules and lessons. Edit out anything that isn't necessary to learn within your product topic. This results in a more niche and highly desirable product.

How long should each piece of content be?

This question often appears when we start to think about how long our course videos should be or how many words should be in each of our chapters. First, let's tackle ebooks. Ebooks are usually read on mobile devices and tablets, meaning people read them on-the-go. This coupled with the shorter attention spans of people reading on screens vs. printed books means ebooks should be shorter in length. The industry standard length of an ebook sits around 15,000-20,000 words so writing a 200+ page novel on your product topic is not needed. Did you just breathe a sigh of relief? We did too!

What about courses? Just like with an ebook, your audience has a short attention span. If you record multiple hour-long lessons within each module, you'll have a hard time retaining your students. After all, students are purchasing your course for a quick, easy way to learn about your product topic. If they wanted to dig through dozens of hours of content, they'd turn to Google. The optimal length for a course video is around 3-7 minutes with an ideal time marker of 5 minutes. If you have a lesson tutorial that needs more time, break up your video into multiple sections so it's easier for students to digest. These bite-sized videos are great for students who want to learn at their own pace instead of all in one sitting.

Of course, the best way to know if you have the right amount of content in your product is to test it out!

That's why we believe in beta testing your product before you launch it. Beta testers can give you real feedback on which lessons and chapters they loved as is, and others they feel need more information or less. It's far more valuable than an educated guess. We'll talk all about beta testing but we have a few more tips before we cut you loose. In the next lesson we will show you how to plan a sustainable creation process so you don't burnout. It's a good one! Take some time today to brainstorm how long you want your ebook or course to be and review your content outline to see if it fits.

LESSON 3 NOTES:

LESSON 4:

Planning a Sustainable Creation Process to Consistently Get Work Done

Your ideal timeline is going to come in handy for our lesson today on creating a sustainable creation process. The last thing you want is to stall out in the middle of creating your product because of the dreaded “b” word: burnout. You may be looking at your timeline thinking *How in the world am I going to get this all done?* We've all been there. To combat stress, let's talk about how we can find our own groove and sustain our energy during the creation process.

Break your weekly to-do list into daily tasks

Using the ideal timeline you already created in Lesson 5, create a weekly to-do list customized to your unique schedule. Once we know what needs to be done every week leading up to your beta tests and launch, we can start to cross tasks off the list. Without breaking your weekly to-do list into daily tasks, it's easy to wake up and feel overwhelmed with how much you *could* work on if you only knew where to start. Instead, set your intention and plan for the next day the night before. When it's time to start working on your product, you won't spend the first few minutes trying to decide what to do first.

Most of us don't have large blocks of time to devote to creating our products. We're lucky to get a free Saturday afternoon, much less an appointment-free week. Fit in tasks where you can! Maybe during your morning commute, you can outline five lessons for one of your course modules. If you're driving during your commute, create voice memos on your phone to talk through your ideas. During a kid's sports practice, you could start writing your first ebook chapter on a sheet of notebook paper to transcribe later. While waiting for a doctor's appointment, you could do research on how to record high-quality course videos. You'll be surprised to see just how much time you have to tackle your product creation tasks!

Create content through batching

Have you ever tried to write content in between phone or video calls? Maybe you tried scheduling social media posts in between taping a podcast interview and recording a new video for your channel. It feels exhausting, not because of the hours you're putting in but because you need to switch gears every hour. This kind of multi-tasking will hurt your productivity. Instead, try

batching. Creating content in batches means completing one task at a time before moving on to the next.

As you work, you build up natural momentum which increases your productivity. Once you're in the groove, we want you to stay in it by tackling similar tasks. Talk about efficiency! If you're already creating social media promo image templates, tackle your blog post and newsletter templates too. If you're working on your sales page, create a thank you page for those who purchase your product. Stay in the zone.

Link up with an accountability buddy

On days when you can't find the energy to work on your product, genuine encouragement from an accountability buddy can make all the difference. It's important to share your weekly to-do lists with your accountability partner so they can check in regularly to see if you are completing your tasks. Sometimes a loving kick-in-the-pants is all we need to refuel for the work ahead. Your accountability buddy can be someone in your industry, a close friend, or even your partner or spouse. If your accountability partner is someone who doesn't quite understand the online business world, it may be helpful to form an additional mastermind group...

Organize a mastermind group (online or local)

What's better than one accountability buddy? Several of them! Not only will a mastermind group help you with encouragement, they can also be a sounding board for new ideas and give guidance with things they've learned. Since you are creating your first product, gather a group of 2-3 bloggers or online business owners that you're connected with who all want to create the same type of product.

Having a community of like-minded people around you who are all working to accomplish the same thing can be incredibly motivating and powerful. They'll make sure you stay on the right path *and* could be your first beta testers and affiliates. You're already making incredible progress through **Launch!** If you continue to follow along with our lessons, you'll have your product ready to launch within 30 days!

LESSON 4 NOTES:

LESSON 5:

Lead Magnet Ideas to Grow Your Email List with Subscribers Already Interested in Your Product

Before launching your first product, it's nice to have an email list to sell to. Your email list is something you own, meaning it's your strongest long-term marketing channel. Luckily, it's never too early (or too late) to start building your email list! The easiest, most simple way to grow a quality email list is through lead magnets. What's that, you ask? A lead magnet is a free offer you give to a subscriber for signing up for your email list. It adds a lot of upfront value, which is the key to building audience loyalty. The great thing about a lead magnet is it can be placed *anywhere* on your website. You can include it in your blog's sidebar, in the header on your Homepage, in your About page, the list goes on.

Since you're already creating great blog content, let's add lead magnets to your blog posts.

We recommend writing educational content about your product topic before you launch so you educate your audience on its value. You can also add lead magnets to past blog posts you've written when the content is relevant. Let's say you're writing an ebook on plant-based diets. You could write a mini 10-page ebook on

5 plant-based superfoods which details each superfood and gives a few healthy recipes. You could then write separate blog posts on each of the superfoods by repurposing some of the content from your mini 10-page ebook. You have 5 potential blog posts right there, all leading to your lead magnet which qualifies subscribers for potential interest in your extended plant-based diet ebook. The best part is you can automate this whole process with ConvertKit by [setting up an email sequence](#) and attaching your PDF mini ebook download so it runs on its own. So how do you decide which lead magnet type is right for you?

First, let's start by identifying the content we want to include in a lead magnet.

Think of your blog post as teaching step 1 of your product topic with the lead magnet teaching step 2. Your product will then summarize the first couple steps and teach all of the following steps in-depth. A great way to determine what content would be a good fit for a lead magnet is by choosing one subtopic from your content outline. Remember our previous example of a

photo styling course? You could create a lead magnet on Choosing the Right Color Palette or the Best Photo Editing Apps. It relates to the bigger product topic while leaving enough room to teach many more lessons on photo styling to make purchasing the course worth it.

What kind of lead magnets perform the best?

Just like product types, there are dozens of lead magnet types available. Here are two that we love, which won't come as too much of a surprise since we love all things email.

Email Courses: We're a little biased, but we love email courses. These work especially well with highly educational product topics. Email courses are a great way to prime your audience and test how interested they are in your product. You may be wondering, *Why would I teach extra lessons for free?* Giving valuable content before you launch your first product is a great way to build trust and solidify that you are an expert they want to continue learning from.

Nathan Barry, our founder, made email courses super simple to create and setup with his 8 email sequence formula to optimize conversion rates and drive more product sales. Everything from how to write your introductory content to where to put your soft and hard product pitches is outlined here. If you've already written blog posts or other types of content on your product topic, you can repurpose it into email course lessons. You may have more content created than you think.

Email Challenges: Maybe creating an email challenge is more your style. With an email challenge, you'll have a set number of prompts sent to subscribers through daily emails that teach them about your desired subject. Not only that, but you'll also ask subscribers to take action in some way.

If we did an email challenge titled 4 Days to Perfectly Styled Photos, day 1 could be a prompt on how to find props for your brand photoshoot with a prompt for subscribers to create a prop shopping list and inventory list of props they already have. These emails are usually shorter and more action-oriented than an email course, which is more focused on educational content.

To make the email challenge more shareable, create a unique branded hashtag subscribers can use on Twitter or Instagram to show their progress. These highly engaged subscribers could be your next beta testers or affiliates since they are already spreading the word.

HERE'S AN ADDITIONAL LIST OF LEAD MAGNET IDEAS TO HELP YOU BRAINSTORM:

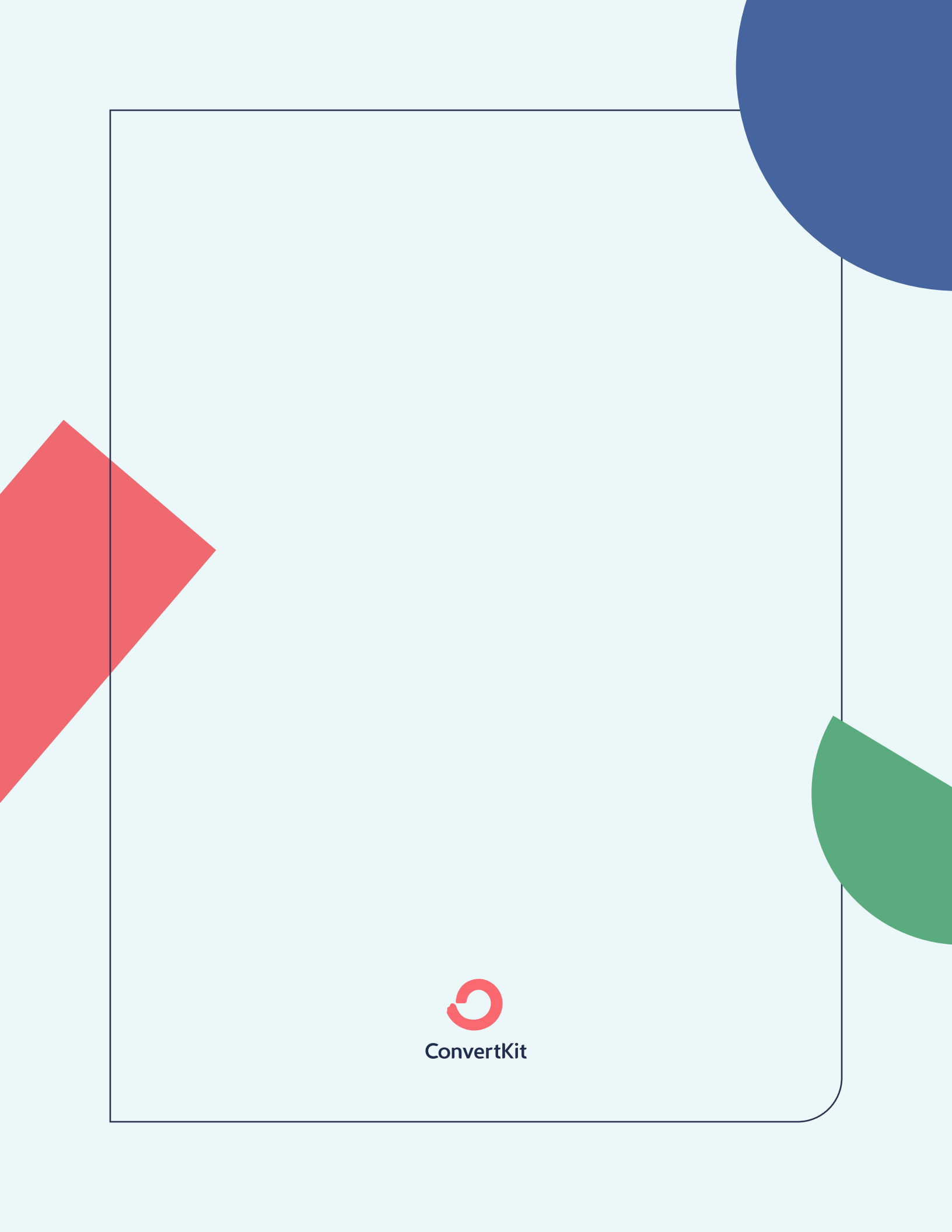
- **Recorded video trainings:** a full series of tutorials or a recording of a past webinar.
- **Printable checklists:** a step-by-step process to learn more about your topic.
- **Worksheets:** helping subscribers map out their process, schedule, etc.
- **Workbooks:** helping subscribers gain clarity through product related prompts.
- **Facebook group or other community:** an active community of like-minded people who are interested in your product topic.

Ready to get started? [Log in to your ConvertKit account](#) and start creating [automated incentive emails](#) to deliver your lead magnets today!

**Your goal for this lesson:
determine ONE lead magnet
you will create to start attracting
subscribers who are interested
in your product topic.**

This lead magnet will help us build our email list with quality subscribers who are already interested in what we have to offer. It's the perfect thing to bring us into the next lesson on building a product-driven waitlist!

LESSON 5 NOTES:



ConvertKit