PRODUCT CREATION

Discover How To Create A Product In 1 Week Or Less

Dave De Jongh

One Week Product Creation Formula

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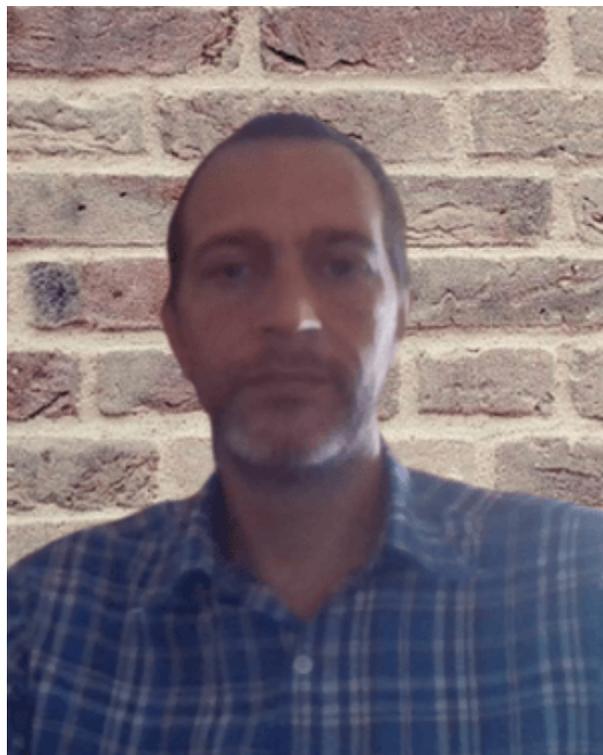
Dave De Jongh

Resources

1. **Libre Office**
2. **Screencast O Matic**
3. **Audacity**
4. **Video Content PLR**
5. **60 Minute Warrior**

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Introduction And Timeline

Hi there, I'm Dave and over the coming days, or chapters if you will, I'll be showing you exactly how straightforward creating your own online training product can be.

I want you to know that if you have any questions as you go through the material, then just hit me up via the contact page on my blog and I'll get straight back to you.

I read all my emails and reply personally.

OK, so with that said and done, let's get stuck into the training.

WHY SHOULD YOU BOTHER

Online learning has become a billion-dollar industry, to the tune of more than $250 billion.

Digital courses and training are more popular than ever.

Taking your knowledge and turning it into something that others can learn from can be both rewarding and profitable.

Most people believe it takes time and lots of work to create an e-course. But did you know you can create one in less than a week without spending a fortune to have it created for you?

This report will take you through the steps needed to create your training, quickly, and efficiently.

Before we start it is important that we are on the same page when it comes to the definition of online training.

So, let's quickly look at what an ecourse actually is. I will use the terms 'ecourse' and 'online training' interchangeably. As far as we are concerned here, they are one and the same thing.

An ecourse is simply a course or training that is taught online instead of in person.

It's a learning program designed to teach a skill online on a variety of subjects.

The subject can range from traditional academic studies to business subjects to hobby interests.

Ecourses are normally pre-created, but can include live classes, mastermind groups, projects or homework assignments and other components.

They can consist of videos, written content, audio lessons or a combination of different formats.

Some courses offer coaching, templates or workbooks or some other type of hands-on learning.

Creating an ecourse may sound like a daunting task that will take months to create but that doesn't have to be true.

Depending on your subject, you can create a course quickly and begin getting students within seven days…

…and I'll be showing you exactly how to do that in this report.

In the process, you learn how to choose the right idea, build up the content quickly, make it engaging, and market your ecourse.

OK, let's get started with my 1 Week Product Creation Formula by planning it out.

You probably already have a niche you work in or are knowledgeable about.

And you already have an audience of some type, either an email list or a social media following.

Follow these steps to plan your course to get it created quickly.

DAY ONE
========

STEP #01: Time: 30 minutes to 1 hour.

Quickly decide on your topic. To do this the following questions will help…

- What subjects get me excited enough to teach?

- What do I have experience in that others want to learn about?

- What topic do I have plenty of information I can share?

- What topic can I easily research to find more detail?

Obviously the more you know about a topic, the less research you will need to do and therefore the quicker the creation process will be.

STEP #02: Identify your audience. Time: 30 minutes.

It's important to know who you want to reach with your course.

Don't try to create something for everyone.

Is it a class for beginners or advanced students?

Does your student need to have previous knowledge of the topic?

This is a good time to do a teaser launch to find out if there is any interest in your course.

STEP #03: Create an outline of your topic lessons. Time: 1 to 2 hours.

This can be as detailed as you want, or it can be a rough idea of the course.

Open a blank document in Google Docs or Microsoft Word or a pen and paper and begin adding everything related to your topic you might want to cover.

Don't worry about titles, the order of the content or even if something in particular will fit into the course.

The idea is to get all of the information out of your head and into the document.

Use a general bulleted list for your points and questions.

Once you have a general outline, go back and begin putting the points into the order that makes the most logical, step-by-step process for your students.

Re-order them, add to them, or delete them if they don't fit.

Think of it as if you are building a house.

What would be the foundation they need to learn?

What would be next?

Do you need to add something more or combine some content into the same modules, lessons, or chapters?

Remember, for this course, since it will be created in 7 days or less, you will want to keep it on the shorter side, especially if you are creating the content from scratch.

STEP #04: Decide on the medium. Time: 1 hour.

Your online course can be taught in different formats: video, audio, and written content. Or even a combination of formats.

For example, if you offer a video course, provide workbooks and checklists for your students to follow along with.

STEP #05: Choose your delivery format and platform. Time 2 hours.

Decide how you're going to deliver the course content to your students.

Host video files on a free service like YouTube while audio can be hosted on SoundCloud.

If you're doing written content only, you'll need to upload your files.

This could be to a cloud service like Amazon S3 or on your website server.

You'll need a place for students to access your course.

This could be a platform like Teachable, **Teaching Matrix**, or you could have it self-hosted through a membership site or even as simple as via email.

STEP #06: Pricing. Time: Less than 1 hour.

Determine the price you are going to offer it at.

A lot of this will depend on the target audience.

You'll need to take into consideration their financial situation and how valuable the course content is to them. You should also take into consideration the price of other courses or products that are already being offered.

DAY TWO, THREE, AND FOUR

=========================

STEP #07: Create your content: Time: 1-3 days.

Use your outline to go back and create content for each lesson.

There are several ways to do this.

You can write or record the content yourself, especially if you have extensive knowledge and experience in the topic.

You can hire someone to create the content or repurpose content you've already created.

If you are repurposing existing material, try to alter the format.

Also, don't forget to include any extras like worksheets or other handouts.

If you are recording videos, write out your script for each one, keeping them short for better retention if possible.

Then record all your videos the same day if possible.

STEP #08: Style your course. Time: 1 - 2 Hours.

Add your branding, logo and colors.

Decide on the types of images you will need for each element of your product.

Such as a cover image, infographics, screenshots, memes, and final product representation images.

You can create these images yourself or outsource them cheaply on a site like Fiverr.

STEP #09: Create Landing Page to collect emails. Time: 2 hours.

To make the most of the traffic you send to your offer, it is a good idea to try to collect contact details.

This way, even if they don't invest in your offer straight away, you will have the opportunity to market to them in the future.

Decide on your landing page graphics, and the layout and content.

Get your landing page done first if possible so you can begin gathering emails to promote to.

DAY FIVE
========

STEP #10: Create your sales page. Time: 5 hours.

Your sales page is where students go to sign up for your course. Explain in this page how the training is designed to address their most common problem. Try to anticipate and answer their questions and sell them on your solution.

Also, list and explain the benefits of taking your course.

In addition, take time to assure potential students that you will help them achieve their goal by offering additional info and/or answering questions.

The support and guarantee you add here helps to make the sales, which also helps to build their trust and confidence in you as an expert.

DAY SIX
=======

STEP #11: Upload and go live. Time: 1 day.

Organize, package, and upload everything to your site, teaching platform, or wherever you host your ecourse.

Connect the ecourse package to your payment processor, which is linked to your buy or download button.

Test everything multiple times to make sure it's all working properly.

DAY SEVEN
==========

STEP #12: Begin marketing. Time: 1-2 hours daily.

Even with such a short creation time, you want to begin marketing as soon as you can.

Create a simple landing page on your website that explains what the course is about with an email capture.

You can create buzz on social media, your blog, and on your email list concerning the upcoming launch of the course.

Now that you've seen the overview of the timeline of creating an ecourse, the following lessons will look at each of these steps in a little more depth.
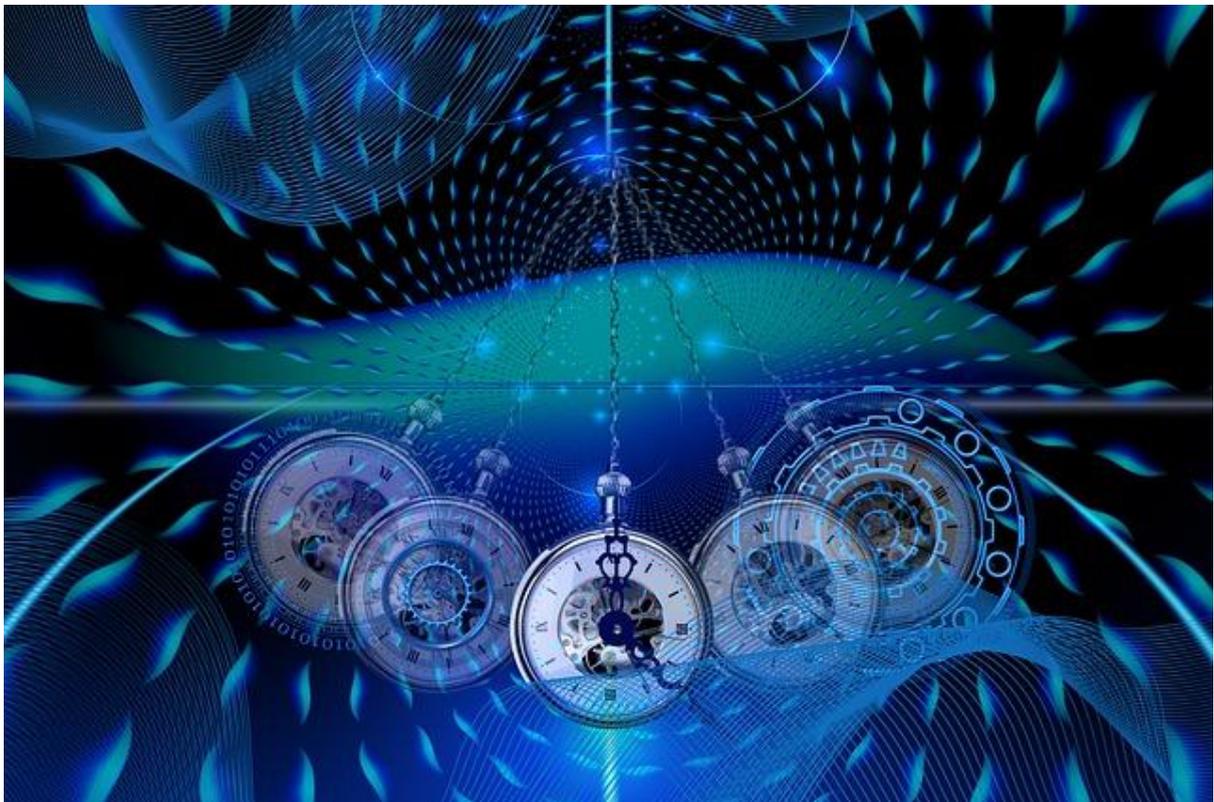
Decide On The Topic Of Your Course

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In the previous lesson you were given an overview of the process along with the associated timeline.

In the remaining lessons, I want to drill down into more depth for each of the steps within the process.

The first step when creating your ecourse, is to have an idea of the topic you are going to teach.

Your ecourse will depend on what your audience wants, what you know about and feel at least a little passion for, and what is profitable.

If you're not sure what topic you want, use this guide to help you to jot down some ideas for potential courses.

1. Identify your own interests and passions.

Do you spend your weekends golfing, talk about golfing to everyone and often share tips with other golfers?

Your e-course topic could be as simple as how to golf like a pro on an amateur's time.

2. Find a problem your audience has.

Can you solve it?

Is it something you can easily show someone else how to do?

Is it something you can help them transform?

For example, can you teach them how to transform their unhealthy eating habits into a healthy lifestyle?

3. Look at your competition.

What are they teaching?

Can you teach it in a better way or more unique way?

Is your competition teaching how to set up a general coaching business with the very basics of information?

Can you teach how to set up a specific type of coaching course?

4. Look at magazines.com for popular magazines in your area of interest.

If a magazine is being published on the topic look at the headlines for ideas on a topic for your ecourse.

5. Think about the following subject areas…

- health & fitness/weight loss
- creating income
- travel
- self-development
- survival or preppers
- hobbies and interests (e.g. golf, fishing, knitting, cooking)

There are a lot of ways to brainstorm your e-course topic.

In the end, just pick a topic.

Don't spend too much time (or money) researching or you won't get your course ready in less than a week.

As your homework, start brainstorming the subject your ecourse is going to focus on.
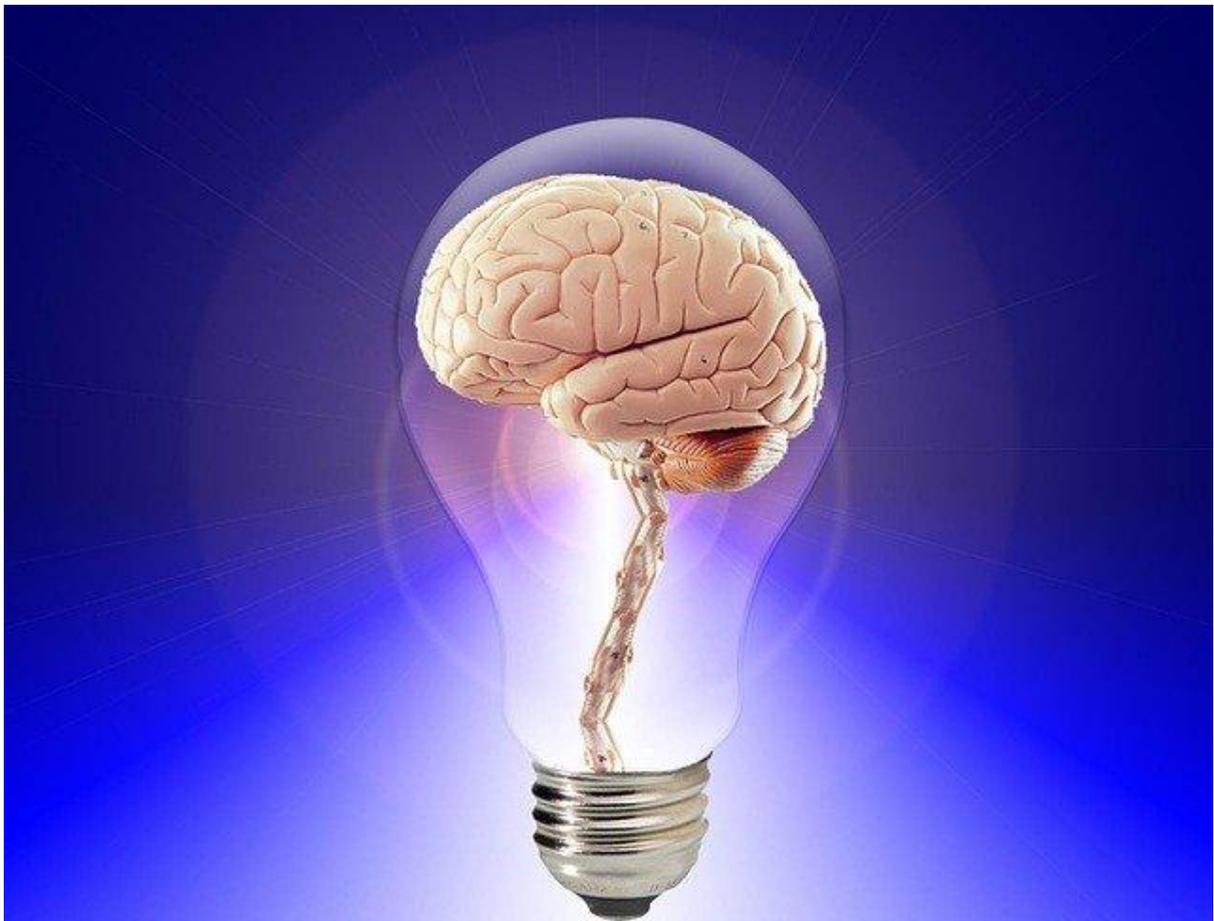
How Will You Deliver Your Course

If you completed the last lesson, you should now have an idea of the sort of e-course you are creating.

In this lesson we will be looking at the medium you are going to use to communicate the information.

There are many types, but for our purposes we want to use ones that are quick and easy to put together.

These can be:

- Videos
- Audios
- Written lessons
- A combination of the options above

Keep in mind people learn in different ways. It's been shown that students are more likely to complete a course that appeals to their learning style.

The different learning styles include:

- Verbal: Words using speech or writing.
- Visual: Images, pictures, videos
- Auditory: Sound, music
- Physical: Sense of touch using hands, body
- Solitary: Self-study, work alone
- Interpersonal: socializing, working in groups or others
- Logical: Systems, organization

All ecourses are hosted online (although they may have offline supporting material) but they are often taught in different ways.

You can record videos, or do screencasts, or do live video classes.

You can record audio lessons or use written lessons.

Or as this course is doing the lessons can be drip fed via email.

In short though, the three main learning models for your ecourse lessons are video, audio and written content.

The type you choose depends on different factors and what is right for you and your ecourse.

Video
=====

Probably the most common, and popular format for online learning is video. You can either be on-screen, which allows your viewers to connect and engage with you or you can do a screenshare where you show what you are teaching.

The most common type of video ecourse is the screenshare as you don't have to appear in your videos.

This is where you create slides with the information you want to communicate (images, text, etc) and record it with a screen videoing application.

You can also do online demonstrations which you would record in the same way.

To do this, you will need a screen recorder.

There are a few out there, but my favorite for price and functionality is Screencast-o-matic.

You can sign up for free access or a discount on the full version here:

>>> **SCREENCASTOMATIC**

Audio
=====

If your ecourse doesn't require visual aids, you can present it through a podcast-style audio file.

You can show your personality without having to be seen.

All you need is a high-quality microphone and the software to record audio.

If you need to do any editing (e.g. removing 'ums' and 'ers'), you will find the free Audacity is a neat little tool

https://www.audacityteam.org/download/

Written
======

For those of you uncomfortable being in front of a camera or microphone, the written course content is a good option.

You can create an email series sent out on a scheduled time.

Create and upload **PDF files** or slide presentations for your audience to download.

Make the ecourse more personal by including stories, your personality, and images in your writing.

Mix 'n' Match
==========

Use a mix of different media in your ecourse content.

A combination of different styles allows you to introduce variety into your course that helps keep it interesting for your students.

This can be as simple as using videos along with written content such as workbooks, slides, templates or PDF transcripts of your videos.

Whichever style you choose also affects how quickly you can create it or have it created.

It is worth bearing in mind, you can create additional interaction with your students, by thinking about including quizzes, tests, or written assignments to be turned in.

Be aware of what type of medium is appropriate for what you're teaching.

Some styles won't work well with your topic i.e. audio only with a graphics rich topic like photography.

For your homework, I want you to think about which method best suits the topic you have chosen.

In the next lesson we will have a look at where you can get the content for your training from.
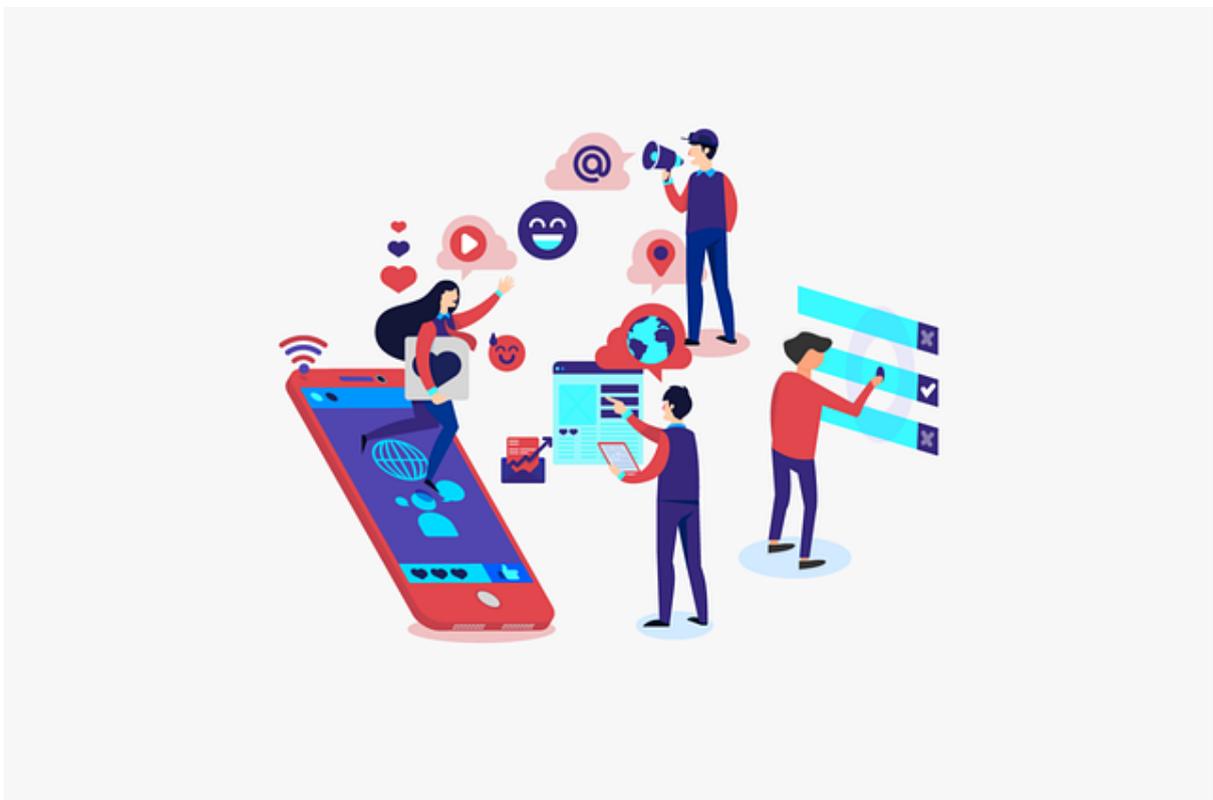
Where To Get The Content For Your Course

Today we get into the question of where you are getting the content for your ecourse.

Gathering your course content might seem like a daunting task, especially if you believe you have to create it from scratch.

But there are easier and faster ways to collect the content for your ecourse.

Of course, your number one goal for your ecourse should be good content that transforms or helps your customers in some way.

Here are some ideas to find good and expertly written content for your ecourse.

Although I am showing you where to get written content, it can still provide the script for video or audio-based training.

1. Purchase private label rights (PLR) content which you can personalize and change to fit your audience, topic and needs.

Private label rights content is pre-written content that allows you to make changes to the content to use and claim as your own content.

Some **PLR providers** offer complete done-for-you course materials so all you have to do is personalize it.

Personalize it, add or take away content or reorder it to work for your course.

Search online for PLR (your topic). There are a lot of PLR sellers out there and many of them offer poor quality content.

Do your homework and actually read the content before you use it.

2. Hire a freelancer.

Hire someone to create the content for you.

You can find good writers by doing a search on Google or on sites like **Upwork.com** or **Fiverr.com**.

A writer will cost you more than private label content but may be worth it to get the content you want.

When hiring a writer, it's a good idea to give them a copy of your outline with any ideas you have for the way you'll be teaching the course.

You can also use sites like Fiverr to create content, videos, and graphics

3. Repurpose your existing content as an online course.

If you've already got a lot of content on your blog or you've used it in your business, you may be able to repurpose some of it in your course.

You can turn your blog posts, workshops, webinars, training or Facebook lives into a course.

Browse through your files to see what you can reuse. You might be surprised just how much content you have.

Tweak it if you need to so it works with what you are teaching.

Repurposing content for an online course can save you a lot of time and/or cash in your course creation efforts.

4.Curate content from others

Curated content is the process of adding your opinions or ideas and other value to a selection of other people's content you find online or elsewhere.

Find the most suitable content from different sources that relates to your topic.

Share only what is relevant to your learners.

Don't forget to add value to the content with your own input and commentary.

Content curation is a great way to build your authority.

You're bringing the information of others, their expertise, together in one place so your readers don't have to go searching for it all over the internet.

This helps you be seen as the go-to source for your audience about all things in your niche.

You can use tools to help you find curated content more easily.

- **Buzzsumo.com**
- **Pocket.com**
- **Scoop.it**
- **Feedly.com**
- **Hootsuite.com**

A quick word of warning at this point, **DO NOT** just copy the work of others and use it as your own.

This is not legal and it's not ethical (you wouldn't like it if it was done to you, so don't do it to others!

The idea of creating content for your course can be intimidating and/or overwhelming.

Hopefully as you have seen here, it doesn't have to be.

I've shown you four ways you can get good quality content written for your course without having to write it from scratch yourself.

Up next we will have a look at some tips and strategies to help you during your course creation efforts.

Tips And Strategies To Speed Up Content Creation

In the previous lesson I covered the topic of finding the content for your course…

…in this lesson I share strategies to make the creation of the course as efficient and effective as it can be.

Now that you have some ideas where you can get your content written for you, it's time to begin creating the ecourse.

Use these strategies to write and/or record your ecourse quickly.

Recycle Old Content/Repurpose.
==========================

We touched on this yesterday when finding the content for your course, but it can also help when it comes to creation.

Dig out your top-performing content from your blog, videos, webinars or training.

Incorporate these into your course in a logical manner.

Add new material, upgrade outdated sections and add value where needed.

The key is to build on what has already worked before.

Make Small Changes to PLR
=========================

Again, we touched on this yesterday, but to speed things up, just your story, an introduction, images, and whatever else to make the material relevant to your topic...

...and away you go!

Create an Outline of Your Course
===========================

This works especially well if you are doing live video.

An outline can make creating the ecourse go quickly.

For most types of content including text, video, or screen sharing, bullet points will help you hit the points you want and questions you want to answer.

Just In Time Creation
==================

Create the first one or two module content and then launch the course.

You then work on the rest while your students are learning the first sections.

This will give you the motivation to stop procrastinating and putting it off...

…and you start seeing the rewards sooner! :)

You just have to make sure you are just ahead of where the student is.

Take One Day to Record all Your Videos
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This is a way to focus the mind and ensure your content has a consistent feel.

Then get them edited and ready to upload another day.

The same goes for written content.

Create all your templates, worksheets, workbooks or other handouts at one time.

Upload All Your Content at One Time
=============================

This will save you time going back and forth between programs.

Create Smaller Lessons
====================

People taking a course often are limited on time. They want courses that they can work on a little at a time.

So smaller lessons or modules help your student.

In addition, they help you, as creating a relatively small lesson is far easier to contemplate than creating a whole eBook.

Creating your ecourse quickly is key to being able to have it ready to go within 7 days.

Use these strategies to get your content done quickly.

In the next lesson we will have a look at creating engagement with your students.

Create Engagement With Your Students

You now have the information to enable you to start creating your ecourse.

In this lesson I'll show you how you can factor in ways to create engagement with your learners.

There are many ways to accomplish that.

Here are a few to consider.

- Create a sense of community by having a Facebook group just for your course students.

This is where they can ask questions, encourage each other and get feedback from you.

- Create interaction with assignments.

Creating tasks for your students to do each day/week helps create a personal experience and keeps them engaged.

- Check in with your students through email.

Set up emails to send out at certain points throughout the course to check in with students.

Ask how they enjoyed a lesson, what they learned or what they need help with.

- Have students answer questions in a provided workbook.

They can then follow up with a specific lesson related to that question as well as in your community space.

- Use gamification to increase engagement and add a fun element to your course.

Gamify your ecourse by using badges when students hit specific goals, challenges or make specific progress.

- Use social sharing to increase engagement.

Award badges when students complete sections or modules.

They can click on a "share on social media" button to show off their progress.

- Create quizzes for instant feedback.

Create quizzes that motivate rather than make your students feel like they are taking their college finals. :)

- Use compelling stories in your content.

People are fascinated by stories.

One way to do this is creating your course with a choose your own adventure feel where the learning modules aren't sequential but based on individual needs.

Create your course where the student is a character in the story and must follow clues throughout the course to find answers to problems.

- Be available to your students outside the course.

Give them a direct line of contact with you for questions they have about the course.

This can be email, social media, or some other form of communication.

- Add extra value by offering one, some, all of the following:

- Free consulting
- Live Q & A calls
- Workbooks
- Templates
- Handouts
- One-on-One Time
- Group Access (set time & dates)

Implementing these strategies into your ecourse helps you can create an online course experience that engages students and may help them complete the course.

If people complete the course and succeed, they are more likely to speak positively to others about it…

…as well as come back for more of the things you are offering.

If you follow what we have covered so far, you are going to be creating high quality training, however if no one sees what you have to offer, it is all going to be for nothing.

With this in mind, next we'll look at some of the ways you can market your finished product.

How Do You Market Your Course

It is now time to consider how you are going to get your ecourse offer in front of potential students.

In this lesson we will be looking at several possible ways to market your course.

- Promote on your blog.

Showcase it at the top of your website.

You can use a plugin like Sumo or Hello Bar to display it in a top bar.

Add it to your sidebar, in blog posts, and your About Page.

- Do a video about the course and post on YouTube and social media.

- Go live on Facebook, Instagram, and YouTube daily to promote your course, providing added value.

- Link to your course sales or info-page in your email signature with a short sentence about the course.

- Promote it to your existing email list, social media followers and in your membership site if you have one.

- Do interviews on podcasts and by others related to your topic. Add value to the listeners.

- Create buzz from the beginning by doing a mini challenge such as a 2 day challenge, that leads to the main course.

- Host a live webinar for people interested in your topic. Share some free valuable content before mentioning your new course.

- Add your links to your social media profiles.

- Create a Facebook group and LinkedIn group around the topic.

- Comment by adding value on social media posts and groups you belong to. People will click on your profile where they will see the link to the course.

 - Share a graphic on Pinterest about your topic or course.

- Create an affiliate program for your course.

Reach out and ask others to promote your course in exchange for a percentage of the sales.**This is one of the fastest ways to reach more people.**

- Cross promote with your other products you are selling.

- Speak at local events and promote it locally.

These are just a few of the ways you can market your ecourse.

You can use almost any of the ways you market your business to create buzz about your course. In our final lesson I will be wrapping things up with what you can do next.

Final Conclusion - Wrapping Things Up

Congratulations, you have made it to the end of the training.

It may have seemed impossible to create an ecourse in seven days or less. But as you can see, it can be done.

Follow the steps to create your ecourse. Begin by choosing a topic.

For a quick course like this, stick to something you know well in order to limit the research time.

Create an outline for your topic. Decide on the type of content you want, as well as who will create it.

Will you use Private Label Rights products or repurpose your own content?

Will you use curated content or create fresh?

What combination of the different types could you use to add more value to the user?

Begin creating the content. Create a script for video and slides for content that is more visually appealing.

Depending on how your students learn best, you may want to include content which includes a variety of learning modality preferences.

Decide where you will be hosting your ecourse.

Will you be hosting it on your own website, on a paid platform?

Create your landing page and a sales page along with any graphics and images you need.

Finally market it.

Begin the first day by creating buzz around the ecourse, get affiliates to sell your ecourse, and use social media to get the word out.

You may even want to create a contest, event, or activity to get your audience excited.

Ask students for feedback about the course and your teaching style.

Listen to what problems the students had, what was confusing to them, and what needed more clarification.

Ask them for testimonials you can use in your marketing campaigns.

Use their feedback to improve the ecourse experience and fine-tune the details a bit more.

Do this and you will be well on the way to having an online learning offer that you can sell over and over again.

If you like the idea of an experienced online product creator holding your hand through the product creation process then you might want to check out this course from an online mate of mine.

He will show you how to create a complete sales funnel and have it ready for sale on the Warrior+ platform in under 60 minutes. **You can get the full details here:**

Lots of people who have been through the training are already selling successfully. Whichever way you choose to go, I wish you all the best in your efforts.

To Your Success,
Dave

PS Any questions, just hit me up on my website and I'll try my best to help you out **https://www.davechomkam.com/**