



Checklist 1 - Product Idea Guide

Project Name: _____

Date: _____

Step 1 - List Your Skills

List your skills asking yourself what you've made money in, what you've learned, what you can teach, what interests you the most.

-- Exercise: List Your Skills -

Examples: SEO, Copywriting, Graphics, WordPress, List Building, Facebook Ads, Social Media, Product Creation, Affiliate Marketing, Video Marketing, CPA, Offline Consulting, Software, Management, Outsourcing, PLR, Health, Fitness, Coaching, etc..

Step 2 - Do Your Market Research

Visit the sites below and checkout the recent top sellers.

- JVZoo.com Top Sellers <https://www.jvzoo.com/products/topsellers>
- JVZoo.com Find Products <https://www.jvzoo.com/affiliates/findproducts>
- WarriorPlus <https://warriorplus.com>
- Clickbank.com <https://clickbank.com>

-- Exercise: List the most common types of products you find --

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Examples: Video, Traffic, SEO, PLR, Email Marketing, Fiverr, Affiliate Marketing, Facebook, WordPress Plugins

Step 3 - Getting That Idea

From the skills you've listed above and the research you've done, list what products you think are missing in the marketplace or what product you think you could do a better job in creating.

-- List Topics That You Could Create A Product Above -

Examples: The 100 Leads Per Day Facebook Method - List Building To 5,000 In 2 Months
The Biggest Mistake List Builders Make - JvZoo Tips & Tricks - Membership Site Secrets

Facebook Power Editor Explained - 250 Power Grabbing Headline - How To Create PDF Guides Which Sell - How To Use Optimize Press / Click Funnels Correctly - (Optimize Press Tips) - How To Build Sales Funnels That Convert - How To Use Photoshop - How To Use Facebook To Get Leads Daily - Offline Marketing Masters - Client Attraction - How To Create High Converting Sales Videos - How To Become A Fiverr Expert - How To Write Sales Copy The Converts

Step 4 - Create Your Funnel

Now that you've an idea what your front end product could be. List possible upsells you can add to the sales funnel.

-- List All The Possible Upsells / Downsell You Can Add To Your Funnel --

Examples for Information products: Video training, advanced topics, templates, etc
Examples for PLR products: PLR videos, installations service, membership, coaching.

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Examples for Software products: Multi-site, developer, white label, limited features, etc.
Examples for Offline / Consulting products: Video training, membership, consulting.

** For more ideas check the Product Creation - Sales Funnel Checklist

Step 5 - Set Your Timescale To Complete

Now that you've an idea what your front end product could be. List possible upsells you can add to the sales funnel.

-- List Everything You Need To Complete & Give It A Timeframe -

Product Creation Front End	<i>Ex. 10 Days</i>	
Product Creation Upsells	<i>Ex. 7 Days</i>	
JV Page / JV Recruitment	<i>Ex. 3 Days</i>	
Membership Area Setup	<i>Ex. 2 Days</i>	
Sales Page & Upsell Copy	<i>Ex. 14 Days</i>	
Sales Page & Upsell Designs	<i>Ex. 10 Days</i>	
Pre launch Advertising	<i>Ex. 7 Days</i>	
TOTAL	<i>Ex 53 Days</i>	

From start to finish 53 days is a realist time to complete a product. Keep in mind the project size so this example timeframe may be less or greater. Also keep in mind you can work on various things at once, outsource and streamline.

Step 6 – Plan Your Launch

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The biggest reason many product creators fail is not setting a deadline for completion. Add up the number of days you think if you take to complete the project and set a launch day.

-- List Your Planned Launch Date & Actual Launch Date Below -

Planned Launch Date	
Actual Launch Date	

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