

# Module 1: Your Niche Checklist

When you are targeting your niche, you are identifying the people who are most likely to buy your course, book, or digital product. It's important to think about their specific needs, so you can visualize them in your mind. This allows you to then "know who you are talking to" as you create your course or product, and then later, your marketing.

**1. Narrow Your Niche.** Most often people widen their niche and try to talk to everyone. What we actually want to do is narrow your niche, or get more specific, in order to create a course or product that people really want to buy. When you narrow your niche, it really speaks to your customers - they want to hear something specific about what they are interested in.

**2. Use The 3 Question Niche Test.** Ask these 3 questions to see whether your targeted niche is going to be profitable.

1. Is my prospect motivated to solve their problem or get a result?
2. Is my prospect searching for solutions?
3. Is my prospect having trouble finding a high-quality answer?

If you get 3 "Yes" answers, you probably have a niche that's worth testing.

**3. Create Your Category.** We want to start thinking in terms of categories, not singular products or programs. And due to how psychology works, if you create a new category you can be the first into it, and you can be the leader.

**4. Name Your Category.** If you can create a category and name that category, then you are automatically the leader. People like to work with leaders, and this helps them remember you were the first in your category.

**5. Create a Customer Avatar.** This is an image of a person you have in mind that you think of, talk to and communicate with as you create your product, course and marketing. To help create a Customer Avatar you can ask, 'What do all of my prospective students or customers have in common?' You can then put all these traits together into a 'person' who is the ideal customer for you. Extra tip - give them a name, so you can develop your course as you were talking to a friend.

## Module 2: Your Product Checklist

You can make a course or teaching program that does most of the "hard" work for you - the sales and marketing. You can create a product that sells itself... something that people are already searching for and that they want to buy now. Remember what they say in Silicon Valley: "The product IS the marketing."

You basically want to create a course or product that doesn't require you to sell or marketing it too hard to try to convince... but you also want to create something so that when you add skillful marketing it's like "rocket fuel" - so it becomes highly desired and wanted. The product becomes irresistible.

**1. Create an outline** based on what people are searching for, because this gives you something that people already want to buy. Make sure people are searching for what's in your product.

**2. Get a rapid prototype** of your digital product completed, and get it out there to test market. Don't get caught in the trap of perfectionism - get your first version done and get it out.

**3. Use Knowledge Frameworks.** Use the Why-What-How simple formula that I use. It goes like this:

- I first tell you Why you need to learn about what I'm going to teach you
- Then I tell you What to learn and share the knowledge with you
- Finally I give you the How, action steps you can take

**4. Package your knowledge** in the highest-value format you can. Make sure you put your program or course into a high value format, such as ebooks, videos, membership sites, audio courses as a few examples. Think like your customer and use a format that they would like to consume and learn from.

**5. Name your product** using the most important benefit, outcome or result your customer wants, or wants to avoid. A bad name is detrimental, and a good name can really make your product shine.

## Module 3: Your Marketing Checklist

Marketing should feel like a natural conversation with your customer. Marketing can feel good to create and to receive, and it doesn't need to be pushy or salesy.

**1. Test Everything.** "In marketing, everything is a test". You want to ideally test out each part of your marketing - your landing pages, your email systems and followups, your social posts, and your content. See what your customers respond to and keep what works. Build this into a system that can win more sales as it grows, automatically.

**2. Use The Conversion Conversation.** Remember to think about what your prospect is thinking about. What conversation are they having in their mind?

- 1) Start the conversation by saying their biggest need in the headline.
- 2) Then tell your Conversion Story.
- 3) Introduce your course, book, or product as the solution to the problem.
- 4) Create bullets - a list of benefits or results the customer will get.
- 5) Frame and translate the value of your course into their language.
- 6) Risk Reversal - take the risk away by offering a guarantee.
- 7) Ask them to take action, and tell them what to do right now!

**3. Use Winning, Proven, Money-Making Headline & Copy Formulas.** When in doubt start with the words “How to...”. In the Digital U course we will cover the 7 formulas that I use.

**4. Speak It Out Loud.** Say your marketing and use a transcription of your words to keep your marketing in a conversational tone, like talking with a friend. We call it ‘speak-write’ in the marketing world.

**5. Make It Into Educational Content & News.** Your material needs to feel intuitive and trustworthy, and clearly show that it offers value and information.

# Module 4: Your Launch Checklist

I like launches for products and courses because they create an event that's planned and causes me to GET IT DONE. It motivates me and helps me navigate as I create and launch my course and marketing.

Your launch gets your course out into the world, and it also helps start building relationships with other people and businesses.

**1. Move The Free Line.** Give away your best stuff for free. This will separate you from the pack of others who charge for this valuable information. Also, lead with your best idea. Your customers and prospects will be enticed so much by the value or your free content that they cannot resist buying your course or product.

**2. Treat Your Future Students Like Clients From The Beginning.** Treat your free content as if it were a part of your full course. Your customers will be enticed and will want to follow along and sing up for your program.

**3. Offer Content & Training To Future Partners.** Do guest blog posts, webinars, interviews, reviews for others in your niche or industry. Show up and give.

**4. Put Up An Opt-In Page For Your Launch.** Half or more of the people coming to your opt-in page are not going to opt-in. It may be counterintuitive, but turning away the half that isn't interested shows the half that IS highly interested. Most of your sales will come from people who have heard from you more than once.

**5. Give Students A Powerful Reason To Enroll Now.** Be a leader, as people want to be led to solve their problem. Offer bonuses to motivate action.

## Module 5: Your Email Checklist

Email was and is the killer marketing app online. Most sales of digital products and courses are still made by email. Most huge launches use email. Build a relationship by using email with your prospects.

**1. Start Your Email With Value.** Offer an insight or tip to grab their attention and offer value.

**2. Align Everything.** Make sure your subject line, the offer, and the content are all about the same thing. Offer consistency and clarity to your customers.

**3. Keep Following Up.** You can't over communicate to people who are interested, motivated and who you are giving valuable information to. You can literally email people every day if you had something valuable to say to them. Don't be shy, offer a lot of value.

**4. Vary Your Format.** Mix teaching with Q&A and interaction. You can create audio or video series, podcasts, interviews... just make sure to use email to remind your customers.

**5. Make Several Offers.** Make at least 2 offers in your email, and confirm that the links work! The more links you give sometimes the higher clickthrough rate. Maybe one at the middle and one at the end.

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