Low-Content Product Bootcamp

Create Quick Products for Easy Revenue

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Course Book

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Introduction

Whether you have an existing business or are looking for ideas to start a new one, low-content products are a great way to attract revenue quickly. These products are easy to create, since they don't contain much written content, and you can get them on sale within a short period of time.

But don't confuse low content with low value. Items such as ready-made templates, workbooks, journals, and logs can be of immense value to a customer who wants to stay motivated and make progress in their business or personal life.
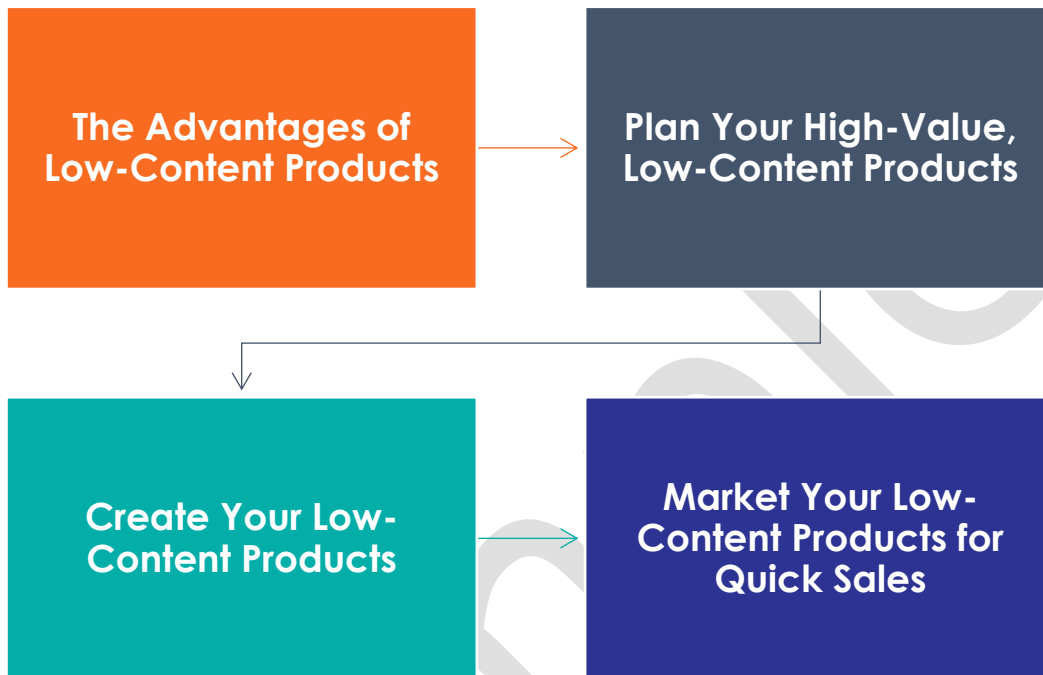
If you're a small business owner with a customer base, you can identify places to add low-content products within your existing offers. They will extend your product range, serve more people with valuable material, and bring in a new revenue stream.

If you're an entrepreneur seeking an idea for a new business, low-content products are an easy way to start. With these products, there's no need to create a great deal of content or have a complicated product development phase, which means you can build up your business quickly. Market to an audience on the lookout for such products and you'll generate revenue.

Whatever your situation, you can get started with low-content products today and have a new source of passive income in a few days.

In this course, you'll learn exactly how easy it is to create your first low-content products. You'll identify your target market so that your marketing hits the spot and generates sales. You'll go step-by-step through a simple process of product creation to create your first low-content product and market it for sale. By the end of the course, you'll have two more products in the pipeline, meaning that low-content products will already be part of the revenue stream of your business.

Here is your roadmap through the course:

The Advantages of Low-Content Products	**Plan Your High-Value, Low-Content Products**
Create Your Low-Content Products	**Market Your Low-Content Products for Quick Sales**

Learning Objectives:

By the time you complete this course, you'll be able to:

➢ Recognize the types of low-content products that will work for your business so that they can become an important addition to your offers

➢ Estimate the revenue you can generate through low-content products so that you capitalize on the popularity of this revenue stream

➢ Plan the low-content products that will help your target market so that your audience can buy exactly what they need

➢ Create your first low-content product yourself so that you can start selling right away

- ➢ Develop an implementation plan for two more low-content products that clearly lays out your next steps

- ➢ Put in place a sales process that makes it easy for customers to buy your low-content product

- ➢ Create a QuickStart Marketing Plan you can use now to attract your ideal target market for your low content product

- ➢ Consolidate and implement your learning and plan future action steps so you can achieve the goals you set for this course

This course is broken down into 5 major modules and individual lessons to take you step-by-step through how to create quick low-content products for easy revenue.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them one at a time.

As you go through each module, use your Action Guide to help you complete the Action Steps at the end of each.

Expectations

Before we start the course, take a minute to think about what you want to get out of it.

In the Action Guide, write down three skills you expect to gain.

Now that you're clear about what you want this course to deliver, we can get started.

Module 1 – Advantages of Low-Content Products

The beauty of low-content products is that you can quickly put them together using existing content. No need to spend months or years creating content or drafting books for publication. In less than a week, you can complete and market a valuable product.

In this first module, you'll discover the types of low-content products that will work for your business to bring in more sales and estimate the revenue you want to generate through these products.

> ## Lesson 1: Characteristics of Low-Content Products

> ## Lesson 2: How Low-Content Products Can Make You Money

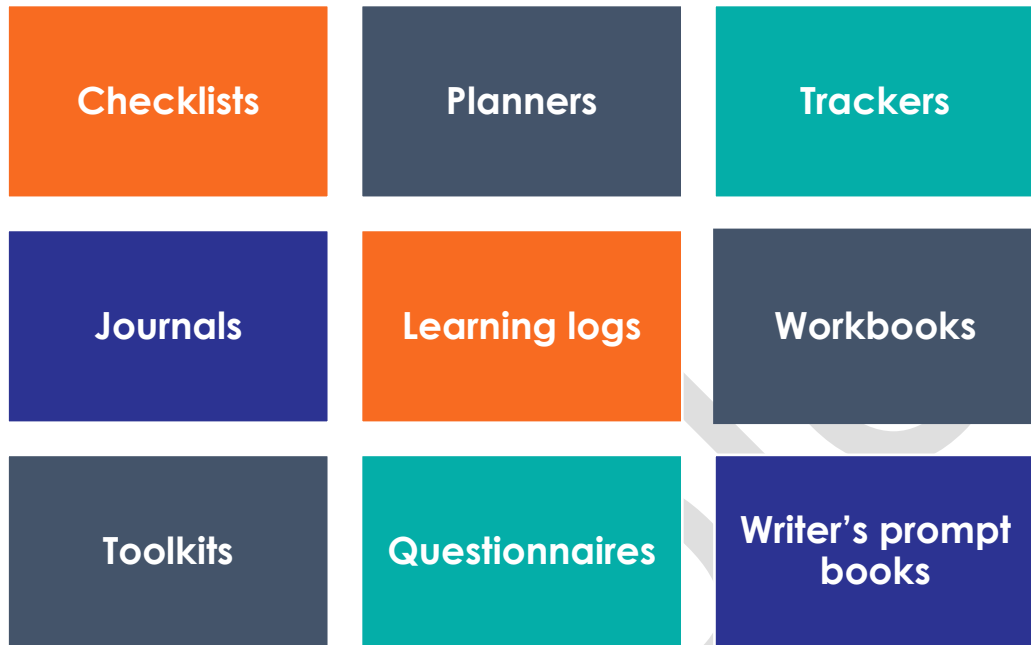# Lesson 1: Characteristics of Low-Content Products

Low-content products are a great offer to incorporate into your business because they can be completed quickly, and you can see a direct return on your time investment. They're low cost and high profit, and they're simple to set up and sell.

Before you get started creating your first low-content product, you need to first think about the two key types of products that you can create:

1. Those related to ongoing work in an existing business.

These products will help your current customers receive more benefits from what you already provide them. They may even be products you already have that you use with clients but could redesign and offer for sale. For example, if you're a coach working monthly with a client, you could create a journal that they complete after each session with their insights and thoughts to record their progress. Or, if you have a fitness business, you could offer progress charts for your students to complete to keep them motivated.

Here are some more examples:

Checklists	Planners	Trackers
Journals	Learning logs	Workbooks
Toolkits	Questionnaires	Writer's prompt books

➢ Checklists (e.g., wedding organization, party planner)

➢ Planners (e.g., meal planners, financial planners)

➢ Trackers (e.g., goal tracker for weight loss)

➢ Journals

➢ Learning logs

➢ Workbooks

➢ Toolkits

➢ Questionnaires

➢ Writer's prompt books (e.g., journals that give the reader ideas for something new to write about each day)

ATTENTION:

This is only an excerpt from our full course Low-Content Product Bootcamp. The full, customizable course contains 5 major modules and Action Steps.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.