

# Planning and Developing Your Product Offerings

**A**s exciting as the infopreneurial opportunity is, you've probably got some ideas about what you want to do already. But you know that old saying, "Look before you leap?" When it comes to starting an information-based business, it's really good advice. Because being too quick to jump to conclusions about what you should build or what you should create can cause you problems.

Over the years, we've seen how budding infopreneurs can get really enamored with their first idea. Then, after a lot of time and effort, they might find that there's not much market for what they've built. Or maybe the market is much harder to find and reach than they ever expected. Or, they discover there's just not much potential for repeat sales. And since this business is about selling to customers over and over again, it doesn't work very well if customers have no need for anything else after that first sale.

The budding infopreneur might even learn that they themselves are just not that interested in what they're doing after a while. They get their first products out there, but then they lose interest in the subject over time. Of course, all of this results in failing to achieve the level of success that's really possible in this business.

In the beginning, taking just a little bit of time to really think things through and evaluate your options can make a huge difference in the level of success you'll ultimately be able to achieve. With a solid plan, you'll still be able to move forward very quickly. But you'll move forward with the confidence of knowing that you've thought things through and you're not going to make any major mistakes. Nor will you have to go back to the drawing board at some point down the road.

This module is about a very straightforward process. It's not a complicated or drawn-out process. It's just three steps that force you to think about the things that we've found to be the most important decisions you should make when you're just getting started in this business.

## Revealing the Infopreneurial Blueprint

As highlighted previously, ClickBank has been doing this for well-over a decade. In that time, we've helped a lot of people create information-based businesses of their own. That puts us in a rather unique position. We see what people are doing and how they're building-out their businesses over time. We can see what works. We can see what doesn't work. We can see where and how people are maximizing their potential. And, we can see what's missing in businesses that are falling short.

All of this observation and empirical data has allowed us to zero-in on the fundamental blueprint that underlies nearly every successful infopreneur. And, it's unbelievably simple. When you really boil it down to the fundamental building blocks, the product offering for nearly every successful infopreneurial business is based on a blueprint that contains just three core elements:



It's likely that these terms mean absolutely nothing to you right now, and they're explained in detail below. But the important takeaway is that you don't need dozens of offerings to be very successful in this business. You can go a long way using a blueprint with just three elements. Of course, the critical thing is that they're the *right* three elements.

## Understanding Lead-Capture Offerings

A lead is simply a prospect or someone who's interested, but not quite ready to buy yet. They're interested in the topic, interested in solving the problem, or interested in learning whatever it is you might have to teach them. But they aren't yet convinced to the point of spending any money with you.

Of course, you don't want these people to just go away. You don't want to just cross your fingers, hoping they come back later. You want to capture them, and engage with them. You want them to provide their name and email address, so you can cultivate them by sending them more information over time. The information you send will get them more comfortable with you and the value of your product offerings.

Over time, they'll get comfortable enough to ultimately buy from you.

The general rule is that you have to give in order to get. So, a lead capture offer will generally give the prospect some piece of relevant and valuable information in exchange for their name and email address. This could be a free report, or a free newsletter, or a free intro video---there are lots of possibilities that we'll be covering later.

This free offer, along with any follow-up messages you send, provides the prospect or lead with an extremely low-risk way to "sample" you. This helps them to get a better feel for your expertise and

credibility, and better-understand how your information products can really help them. And by offering this mechanism, you'll ultimately generate many more sales.

## Understanding Front-End Offerings

A front-end offering is usually the most visible product for sale. It's the product you'll see most prominently displayed when you first look at any infopreneurial business. It's essentially the flagship product of the business. It's called a front-end offering because it's the product that most people will buy first---meaning, it's at the front-end of the buying relationship.

It might be an e-book, or a manual, or a how-to video. Again, there are lots of possibilities we'll get into later. But understand that a front-end offering is the thing that steps people up from just being interested prospects or leads, to becoming your *customers* or people who've given you money.

Not a lot of money, though. Front-end products are usually in the low to medium price-range. But it's more than just a name and email address, like with the free lead-capture offering we just discussed.

As the element of the blueprint that starts the buying relationship, your front-end product offering is critically important. It makes everything else about your business go, for better or for worse. So you want to make sure your front-end offering provides a really good value for the money.

Without sharing absolutely everything you know, you want buyers of your front-end product to feel like their money was very well spent. After all, front-end customers who are very satisfied are far more likely to buy your back-end offerings. And that's where the *real* money is made.

## Understanding Back-End Offerings

A casual observer may not even see an infopreneur's back-end offerings. Very often, a back-end product is only made available to buyers of the front-end product. So, unless you've actually purchased the front-end product, you may not ever see what's available behind the curtain.

This somewhat "hidden" aspect of the infopreneurial business model where back-ends are sometimes only offered to existing customers leads some budding infopreneurs astray. They look at a successful infopreneur, only seeing the most visible aspects of their business, and they conclude, "Oh, they're making their money by selling a \$15 e-book!" Then they try to emulate that model, when in fact, the bulk of the successful infopreneur's earnings are coming from a higher-priced back-end that's only being offered to the *buyers* of that \$15 e-book.

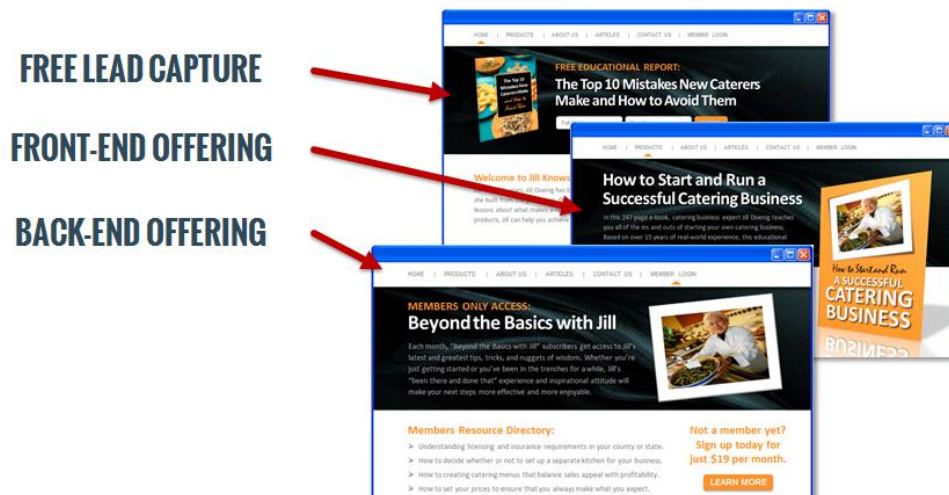
Simply put, a back-end offering allows customers to pay more to get more. More information. Deeper information. More specific information. More access to you. Back-end offerings are usually more expensive than front-end offerings, and they can include things like monthly members-only programs, access to training video libraries, and so on.

Of course, only a small percentage of customers will want to pay more to get more. But that's OK, because it doesn't take very many buyers to generate a lot of money on the back-end. So, if you remember nothing else, remember this really important concept:

Most successful infopreneurs make their money on the back-end.

## Jill Has the Recipe Nailed...and Then Some

Remember Jill the caterer, our example infopreneur from the first training video? If we look at her little infopreneurial business, we can see that she has all three of the critical elements in the blueprint.



For lead-capture, she has her free report---a report you'll want to have even if you're just thinking about starting a catering business. From here, she offers her \$10 e-book that provides a really solid overview of starting your own catering business as a front-end product. Then, if you want to go further and learn even more from Jill, she offers her customers a members-only program for a monthly fee.

By having all three elements of the blueprint, Jill is in a much better position to maximize her potential as an infopreneur. But Jill's a great example for another reason, too.

She not only has all the major blueprint elements---lead capture, front-end, and back-end---she has a very specific *type* of back-end offering. This type of back-end offering is worth spending some time on because it can be very, very powerful.

## The Power of Continuity on the Back-End

As a back-end offering, Jill has what's known in the information business as a "continuity program." A continuity program is where customers agree to a series of regular purchases over time. In other words, customers agree to pay a monthly subscription. Jill's customers get access to a Member's Only section of

her website, which she updates with new information on a monthly basis. They get charged automatically, every month, for as long as they want to continue to have that privileged access.

If it's appropriate for your particular topic or niche, you should try to have a continuity program on the back-end of your business. Here's why...

Continuity programs are often easier for customers to buy. As consumers, we're accustomed to making monthly payments for things we use on a regular basis---the gym, cable TV, cell phone, internet, magazines, and the list goes on and on. So customers understand the concept. And, it's just human nature that \$10-20 a month is a lot more palatable than a larger one-time payment of say, \$100 or \$200.

Also, since the monthly payments happen automatically, the customer doesn't have to do anything to keep buying from you. They can continue to get more information from you on a regular basis, without having to place another order.

For the *infopreneur*, continuity programs provide a steady and predictable stream of income. As you add subscribers, you're not only adding to your income *this* month, you're adding to your income *every* month, for as long as those subscribers stick around.

And at ClickBank, we've seen that infopreneurs with continuity programs on the back-end make *three times* more money from the same number of customers, than those who don't. So once again, if it's appropriate for your topic or niche, strive to have continuity as a back-end offering.

## The Blueprint Addresses People in Two Stages

One reason the infopreneurial blueprint or model is simple, yet powerful, is that it addresses your audience in two fundamental stages or groups: prospects and customers.

In most infopreneurial businesses there is a list of prospects and a list of customers. Long ago, these lists may have been kept in two separate boxes of physical index cards. But today, these lists are most often email lists. And each of these lists is treated very differently, because the people on the lists are at different stages in their buying cycle.

People on the prospect list aren't ready to buy yet. So you're going to communicate with them accordingly. You're going to send them information that helps them get more comfortable with you as an expert or an authority. And ultimately, the action you want these prospects to take is to purchase your front-end product and become a customer.

Once they move over to the customer list---assuming they're satisfied with their first purchase---you can now communicate with them in a different way. They already view you as a credible source of information, so your communication task with this list is to offer them even more information and ultimately get them to purchase your back-end offering.

## The Blueprint Has Different Prices and Steps

As we talked about in the introduction, having offerings at different price points is a key aspect of being a successful infopreneur. And that concept is baked right into the blueprint.

Your lead capture is usually free. (Free from a monetary perspective as prospects do need to provide their contact information.) Your front-end is going to be in the low to medium price range, usually between 10 and 50 dollars depending on the topic or niche. And your back-end is going to be in the higher price range, anywhere from \$100 for a one-time purchase product to \$10-50 a month for a continuity program.

The key concept of “stepping people up over time” is also baked into the blueprint.

You may message to a prospect for a period days or weeks to get them to step-up from the free lead-capture offer to actually buying your front-end product. You may message to your front-end customers for weeks or months to get them to step-up to purchasing your back-end offering. And, as you add more back-end offerings over time, you may continue to message and sell to your customers for many years into the future.

## The Blueprint Creates a Predictable Machine

Once you get this model in-place and working for you, it can become a very predictable machine with known inputs and outputs all along the way.



Over time, you’ll learn what percentage of leads turn into front-end customers. You’ll learn what percentage of front-end customers turn into back-end buyers. You’ll also learn how long each one of those processes takes. With this information, you’ll be able to accurately predict how much money is going to come out of the back of the machine from what’s being fed into the front of the machine.

You can also work the equation the other way around. If you want to be generating a certain amount of money a year from now, you’ll be able to figure-out how many leads you’ll need to generate right now in order to make that happen.

You'll also be able to determine what it's worth to optimize the input-output ratios along the way. What if you could make some tweaks that would get 10% more prospects to become front-end buyers? How much would that mean in increased back-end sales? What if you could make some tweaks and get 10% more front-end customers to become back-end buyers? How much more could you afford to spend promoting your front-ends as a result?

The point is that even though this blueprint for planning your product offerings is extremely simple, it's incredibly powerful. And it's proven.

As stated earlier, if you were to dissect nearly any successful infopreneurial business, you'll find this basic blueprint. So don't try to reinvent the wheel. Thousands of other people have already figured out what works, and you can avoid all of the trial and error they already went through by using the blueprint.

## Identifying the Ideal Topic or Niche for You

Now that you have a solid understanding of the blueprint you want to be building toward or the model you want to have in-mind as you're planning your product offerings, let's move on to identifying the topic or niche that's best for you to get started with.

Why is carving-out a niche for yourself so important?

As discussed earlier, when people buy information---particularly "how to" information---they want to buy that information from an authority or an expert. They want to be confident that you know what you're talking about. And nearly anyone can be a credible expert in something, as long as that "something" is defined narrowly enough. Other benefits of carving out a niche include:

- Product creation is easier. You can rely heavily on what's already in your brain without having to conduct additional research.
- You come across as being very different from the other solutions your prospects may have to choose from.
- When your information is tailored to the needs of a very specific group, you can command higher prices and sell more back-end products, as there are fewer places for people to turn and fewer authorities to learn from.
- Marketing your business is a whole lot easier and more effective when you're targeting a very specific group, with a very specific set of needs, problems, or desires. There's nothing more difficult than trying to be all things to all people. For example, it's extremely difficult to write credible sales messages that appeal to "everyone". It's so much easier to have a very specific persona in-mind when you're doing these things. It's like you're speaking to one person that you know very well.

What makes a good niche? For most successful infopreneurs, we've found that it really boils down to a combination of three things: 1) access, 2) potential, and 3) passion.

## ACCESS: Reaching Groups of Prospects

Access is about reaching your potential buyers. You might have the best products in the world, but you won't sell any if you can't get them in-front of the people who would most want to buy them. Simply put, your prospects can't buy something they don't know about. When you're considering a potential topic or niche, you need to think about how accessible prospects will be.

How well do you know the ideal prospect in this niche? Do you know they actually exist? Or do you have to rely solely on your imagination to conjure up this ideal prospect? The more you know about the ideal prospect, the easier it's going to be for you to find them.

And you don't want to find them one at a time. You want to reach groups of them, all at once. Can you think of places where ideal prospects might gather? Particularly online? Are there websites they might visit regularly---blogs, forums, chat rooms? Do they belong to certain associations or certain clubs? Are there magazines or newsletters they might subscribe to? Again, you want to be able to access these people in groups, whenever possible.

Are people looking for your type of information already? While it's very important for you to be able to go out and find *them*; it's fantastic if prospects are already trying to find *you*---or at least the kinds of information you might be offering. Some of the online search engines will show you how many people are doing searches related to your topic or niche, so check that out if you can.

Are there competitors already accessing this niche? Don't be afraid of a little competition. If there are others selling info into this niche, it can mean that somebody else has already figured-out that prospects are indeed accessible, or actively looking.

## POTENTIAL: Demand and Back-End Potential

Potential is about the ability to sell products and make money in the niche or around the topic.

First, think about *want* versus *need*. People always buy what they *want*. But people will only *sometimes* buy what they *need*. So be aware that it's easy to overestimate potential when you're thinking "everybody in this niche *needs* to know this." It's similar to a diet plan. There are millions of people who actually *need* a diet plan. But there's a much smaller number that will actually *want* one, to the point of paying money for one.

Think about *how many* prospects in the niche fit this criteria. Are there a lot of them out there on the Internet? Or just a few? With the infopreneurial approach, you don't need tens of thousands because you're going to be selling to your customers over and over again, but you do need more than a handful.



Are these prospects willing to spend money for the information they want? Do they have money to spend? How much can they spend? If your prospects aren't willing to spend money, or they really don't have any money to spend, you're obviously going to have a tougher time. You'll end-up selling less and at much lower prices.

Finally, as discussed, the real money is in the back-end. You want to think about whether prospects in this niche will be hungry for more. Not all of them will be, certainly. But will at least *some* of them want to go further and learn more? Will they be willing to pay more to get more? Do they have ongoing informational or educational needs that you can satisfy over time? Again, you're not looking to just sell a \$10 e-book and that's all. You're looking to build a customer-base you can sell to again and again, over a longer period of time.

## PASSION: Holding Your Interest Over Time

Now this last element---passion---is extremely important. Too many budding infopreneurs make the mistake of selecting their niche or topic based solely on the other two criteria, access and potential. They say to themselves, "Hey, here's a niche I can reach that has a ton of financial potential," and they go for it. Then they're surprised when product creation turns into drudgery and they have very little interest or enthusiasm for what they're doing day-in and day-out.

Don't make this mistake. Consider how passionate you are about the subject matter, because you're going to be immersed in it for a long time. Ask yourself:

- Is this something you're interested in anyway? Even if you weren't doing this business, would you be involved in this niche or interested in the subject matter?
- Does creating information products for this niche seem like it would be fun for you? Or would you have to force yourself to do it and would it seem more like work?
- Do you like the people that are involved in this niche? Do you empathize with your prospects and can you really put yourself in their shoes? Or are they just a means to an end or something you'd have to tolerate along the way?
- Can you see yourself in this niche five years from now? Again, you're building a business for the long-term. So ask yourself whether you can maintain the enthusiasm into the future. You won't know for sure, of course. After all, you can change and grow a lot in five years. But you'll have a pretty good idea.

## Evaluating the Different Possibilities

Even if you've already got an idea in-mind, please go through this exercise. You might ultimately discover something that's an even-better fit for you. Get out a sheet of paper, or use the worksheet provided at the end of this guide, and take an inventory of everything you know.

Think about your profession or your work experiences. Do you know something, or have you learned something, that others might want to know? About starting or running a business? About being successful in a particular job? About performing a specific activity or business function?

Think about your hobbies and pastimes. These are things you're likely to be very passionate about because you do them on your own already, without being paid. Do you know a lot about a particular hobby? Have you figured-out some things that others with that same hobby might also want to know?

And finally, think about your life experiences. You probably haven't gotten this far in life without overcoming some problems or working through some challenging situations. Maybe you've raised children with special needs. Maybe you've worked through some relationship issues. Maybe you've found a "path to enlightenment."

The point is that you probably know more than you think you do. So take inventory and explore the various possibilities. Once you've identified a few possibilities, you can evaluate them using the three criteria discussed earlier. It can be as simple as this:

Give each of the possibilities a score of "high" "medium" or "low" on each of the three criteria: 1) access, 2) potential, and 3) passion.

Keep in mind that this exercise is not about exact quantifications. For example, you probably don't know exactly how much "potential" exists for any particular possibility. But you can reasonably determine or estimate which possibilities will likely have more or less than the other possibilities. In other words, you're evaluating the possibilities *relative to each other*.

## Deciding on Your Niche or Topical Focus

Once you've evaluated and compared the various possibilities, it's time to make a decision. If you've been diligent in putting a lot of thought into the exercise, it's likely that the ideal topic or niche has become fairly obvious to you. The process of just thinking through these issues has a way of revealing the best choice along the way.

But here's a word of advice: All other things being equal, look to the niche or topic you're most passionate about. Passion or interest in the topic makes everything about this business a little bit easier. It's the fuel that will keep you going; pushing through the challenges and figuring things out.

Deciding on a first niche to pursue doesn't shut the door on the other possibilities. At least not forever. You're just trying to get started with the odds stacked in your favor. And you do have to start somewhere, because it's almost impossible to succeed without intense focus early on.

At some point down the road, you can certainly consider creating another line of products for an entirely different niche you might be interest in. This business of being an infopreneur is something you can

replicate. You can create as many as you want. We have infopreneurs on the ClickBank platform who've built successful little infopreneurial businesses in three or four different niches.

So don't think you're limiting yourself by choosing this first niche to pursue. You're just putting first things first, prioritizing your efforts, and you're focusing your energies. The possibilities are endless, but you have to start somewhere.

## Using the Blueprint to Plan Your Offerings

It's finally time to plan and develop your initial product offerings. This step is a lot easier now that you've gone through the work to identify the specific topic or niche that's best for you. It's also a lot easier because you're going to use the blueprint as your guide. As we discussed earlier, the blueprint is really powerful and it underlies nearly every successful infopreneurial venture.

By using the blueprint to plan your product offerings, you'll be way ahead of the game right from the beginning. From the very start, you'll have all the elements in-place to maximize your potential as an infopreneur. Of course, you'll still have to tweak and improve some things along the way. But you'll have the basic framework that's taken other people years to discover.

How should you use the blueprint? You'll simply plan and develop an offering in each of the three major buckets---lead-capture, front-end, and back-end.

FREE LEAD CAPTURE	FRONT-END OFFERING	BACK-END OFFERING
<ul style="list-style-type: none"><li>• Special Report</li><li>• Email Newsletter</li><li>• White Paper</li><li>• Video Introduction</li><li>• First "Chapter"</li><li>• Podcast Interview</li><li>• Basic Membership</li><li>• Interview Transcript</li><li>• Facts Sheet</li><li>• Research Findings</li><li>• Article Directory</li></ul>	<ul style="list-style-type: none"><li>• E-Book</li><li>• Training Manual</li><li>• Worksheets</li><li>• How-To Video</li><li>• Podcast Series</li><li>• Paid Newsletter</li><li>• Exclusive Forum</li><li>• Webinar</li><li>• Tele-Seminar</li><li>• Membership Level</li><li>• Article Archive</li></ul>	<ul style="list-style-type: none"><li>• Membership Site</li><li>• Online Tools</li><li>• Video Series</li><li>• Training Kit</li><li>• Webinar Series</li><li>• Training Manual</li><li>• Exclusive Forum</li><li>• Coaching Courses</li><li>• Workbooks</li><li>• Combo Packages</li><li>• Done-for-You Kits</li></ul>

These offerings can take a variety of forms. For example, you might have a 5-7 page report as a lead-capture offering. This might be just a Word document or a PDF that you let prospects download in-exchange for their contact information...their name and email address. Or you might decide to let prospects subscribe to a free email newsletter. Or get access to a little introductory video.

For a front-end offering, you might sell an hour-long how-to video. Or maybe you'll sell a 100-page training manual or e-book. Or provide online access to a series of audio recordings or interviews.

And on the back-end, you might offer customers a members-only continuity program. Or access to a complete series of videos. Or maybe a combo package that contains a whole bunch of stuff---videos, audios, written reports, and so on.

## Consider the Format of Your Offerings

You just need to make sure that the type of offering matches the needs and preferences of the people in your niche, as well as your own capabilities from a product creation standpoint. Does your audience prefer to read? Or do they like audio and video content? You should try to offer the format the audience prefers whenever possible.

Of course, preferences often depend on the nature of the content. Even if their normal preference is for written material, prospects and customers will expect to see certain kinds of how-to information presented in video form because that just makes it so much easier to see “how” to actually do something.

You also need to think about how the different formats might be perceived from a value perspective. Will the audience actually pay more for videos versus something they have to read? For example, will the audience perceive a one-hour video to be more or less valuable than a 50-page e-book?

Of course, you’ll want to assess your own capabilities, too. For example, if you don’t know how to generate a video, don’t spend months trying to figure it out---go with the written word for now. You can always add video later.

## Brainstorming Possibilities in Each Area

Get out another sheet of paper, or use the provided worksheet, and brainstorm some potential offerings in each area of the infopreneurial blueprint. Beyond just the format of the offering, you want to be as specific as possible about the title of the potential offering and what it’s about.

Why? Because that’s what your prospects and customers will be paying attention to: They’ll look at the title and the description and decide whether it’s something they really want or not. So you should try to work with titles right from the beginning. And the more ideas you can come-up with at this stage, the better.

If you need some inspiration, just look around. Take a look in the “how to” section of the bookstore. See what others are offering out there on the internet. You don’t want to blatantly copy the stuff you find out there, but you *can* borrow from it. For example, Jill the caterer noticed a report titled, “The 10 Mistakes Accountants Make and How to Avoid Them.” She thought it was a pretty compelling title, so she adapted it to her niche and it became, “The 10 Mistakes New Caterers Make and How Avoid Them.”

**HELPFUL TIP:** Studies have shown that people will go to much greater lengths to avoid making a mistake or to avoid losing something they already have. As humans, we’re wired to avoid loss or pain. So keep this principle in mind---particularly for your lead-capture offer.

## Evaluating the Potential Product Offerings

Once you've got a number of ideas, you'll again want to evaluate them, thoughtfully and objectively.

Which lead-capture idea will appeal to the greatest number of potential prospects in your niche? Is there a lead-capture offering that prospects will have a really hard-time passing-up, particularly if it's free? Is there something prospects will want to get, even if they're just curious about what they might be missing?

For your front-end, is there an idea that really seems to address the whole problem in a straightforward way? Is there an offering that looks like it would get a customer 90% of the way there? Is there an idea that will be perceived as a great value for the \$10 to \$50 you might be charging? Keep in mind, with front-end offerings you're not looking for clever and it doesn't pay to be obscure. Very often, a simple "How to Do *Something*" is going to be your best option.

On the back-end, as discussed earlier, you should look for a viable and compelling continuity offering---an ongoing program of some sort that customers will see as a great way to continue their education or get the ongoing help they'll likely need along the way. Not every niche lends itself to these types of programs, so if you can't come up with one go for specificity---offerings that solve big meaty problems in much more detail, and for much more money.

If you've selected a niche you're passionate about, you're probably a prospect yourself. So you can evaluate the offerings based on what you *yourself* would want, what *you* would find most compelling, or what *you* would pay money to get.

Once you've evaluated a number of ideas in each blueprint area, you can decide on your initial "spread" or the offerings you'll move forward with and start to develop. Obviously, these choices are not set in stone. They're an initial starting point, because you've got to start somewhere.

## Asking Prospects for Their Feedback

If you're unsure about the product spread you should start with, here's a very simple way to do some really meaningful research: Ask some prospects what they think. Hopefully, you know some people in your niche. Take your ideas, print them out on a sheet of paper or send an email, and have these people mark their top choices.

For your lead-capture ideas, ask them, "If you could get one of these for free, which one would you choose?" For your front-end ideas, ask them something like, "Which one of these would you pay \$37 to own?"

Your back-ends are going to be a bit more difficult to research in this manner, because people will need to have consumed your other information in order to offer a meaningful opinion. But that's OK, because deciding on your lead-capture and front-end offerings are most important going into the product development stage.

## Sequencing Your Product Development Efforts

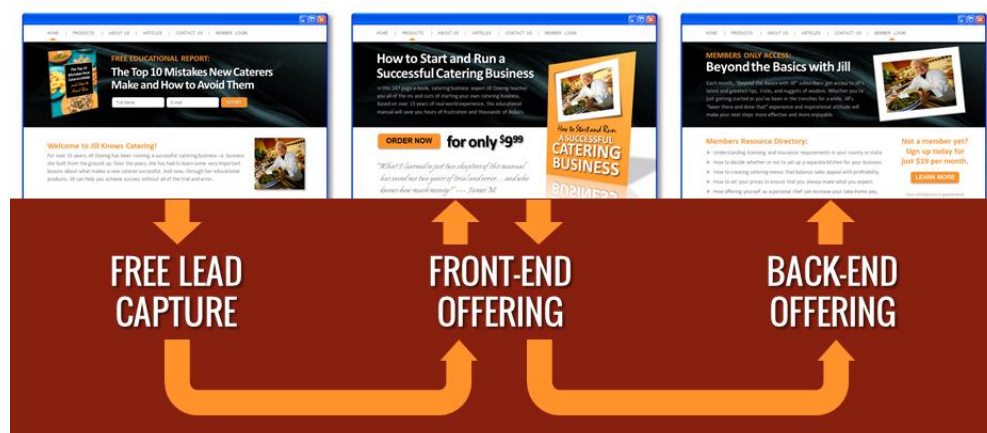
As you begin to develop your actual products, you're going to sequence your efforts from left to right in the infopreneurial blueprint. You're going to focus on developing your lead-capture and front-end offerings first. You're going to get those up-and-running before you start working on your back-end offering. You'll do this for a number of reasons:

- First, the level of effort involved will most-likely increase as you move from left to right. Your lead-capture offering is usually the lightest-weight offering in the spread. If it's a report, it's just a few pages. If it's a video, it's just a few minutes. Of course, it has to be good material, because it's acting as a sample. But it's not going to take you months to put together.
- Your front-end offering is going to take a bit more time and effort. And while you're putting that offering together, your lead-capture can be creating a list of prospects who can buy it when it's ready.
- Your back-end offering is likely going to require the most development work. And, you'll need a base of customers to sell it to. So naturally, it's last on the list.

Going in sequence is very powerful, because you're creating a captive market for the next thing you're working on, while you're working on it.

## Sequencing Improves Your Offerings

There's another powerful reason to sequence your development efforts: Each element in the sequence can help inform and improve the next element. Right now, you've got a list of ideas. Yes, you've thought them through. You've evaluated them. And, you might've even done a little one-on-one research. But it's not perfect and it's not set in stone.



So, what if the people who signed-up for your free lead-capture could tell you what information they were really willing to pay for? Wouldn't that allow you to make your front-end product better or more

compelling? If you were giving people exactly what they asked for, wouldn't that allow you to sell more of your front-end product? Of course, it would.

And then, what if your front-end customers could tell you about any additional information they were looking for? Or the deeper information they were willing to pay more for? Or the ongoing information and advice they were willing to pay a monthly fee to have access to? Think that would make for better back-end offerings? Think you'd sell more of your back-end offerings if you were responding to this type of feedback? Of course!

By developing in sequence, you can use each element to inform and improve the next element. This takes a lot of the risk out of the equation. You're not putting a bunch of work into an offering, hoping you got it right, and hoping that it sells. Instead, you're developing products confident in the knowledge that your prospects and customers will really want them.

This is yet another, very powerful aspect of the infopreneurial blueprint.

## Create Great Products, Not Perfect Products

When you go to actually create your product offerings, don't fall into the trap of striving for perfection. It's a worthy goal, of course, but one you're better-off seeking to achieve *over time*.

I can't tell you how many budding infopreneurs get all wrapped-up in making their lead-capture or front-end offering absolutely "perfect" before getting it out there where it can start working for them. They go through revision after revision, taking months to make sure the text is perfect, the graphics are just right, the layout has just enough white space, on and on, it takes them forever just get started.

Don't make this mistake. Remember that people are buying the information. They're buying your knowledge. They're not paying for perfect grammar or beautiful graphics or the wonderful soundtrack behind your voice-over---they want the *information*.

Some of the highest-priced and best-selling information products out there are just words on a page or voices on a recording. Of course, those words and voices are conveying some really valuable information, but the products themselves certainly aren't flashy and they certainly aren't perfect---that's not what people are paying for.

The point is, do your best to produce a quality product. But put a time limit on it, make sure the information itself is good, get "version one" of the product done, and get it out there. You can always make it perfect, later.

## Worksheet: Brainstorming and Evaluating Niche/Topic Possibilities

Niche or Topic Possibility	Access	Potential	Passion
Think about your profession or work experiences. Think about your hobbies, passions and pastimes. Think about your life experiences. Score each possibility L/M/H on each dimension.	How accessible and reachable are prospect groups, particularly online?	How willing and able are prospects to spend money to learn more?	How long could you be enthusiastic about this and stay engaged?



## Worksheet: Brainstorming and Evaluating Potential Product Offerings

Lead-Capture Offering	Front-End Offering	Back-End Offering
Is there a free piece of information that will appeal to a large number of prospects in the niche? Is there something prospects will want to have, even if they're just curious about what they might be missing?	Is there an idea that addresses the whole problem? Is there an idea that looks like it would get a customer 90% of the way there? Is there an idea that will be perceived as a great value for \$10-50?	Is there a viable and compelling continuity offering that customers will see as a great way to continue their education or get ongoing help? Is there an offering that addresses a big problem in much more detail?