

Product Creation Strategies for Success

Product Creation Strategies For Success
Training Webinar with D'vorah








What We'll Cover

- Our topic is: *Product Creation Strategies for Success*.
- We'll explore a variety of ways that can help you create content faster and easier.
- I'll also answer your most burning content creation questions.
- Once you complete this training, schedule times in your calendar to apply what you've learned. That will serve you well!



Carve Out Time to Create and then... Create...

- So often we have the best of intentions to create something, but we get caught up thinking we have to know more or that what we create needs to be perfect.
- The only way to get better at creating content... is to *Create Content!*
- LET GO OF PERFECTIONISM. *Done is better than perfect.* You can always come back and fine tune.

Schedule Recurring Times in Your Calendar and Keep Those Appointments with Yourself

- By actually scheduling time in your calendar, and by dedicating those times to creating content, you'll be amazed at what you can accomplish.
- Try this for the next 12 weeks / 90 days...
- Prepare for miracles and for the possibilities!



Create Product Collections

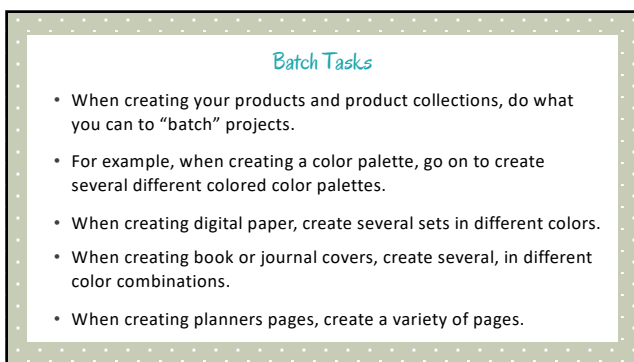
- A great way to expand your product inventory and get repeat sales from customers, is to create product collections.
- You can then sell the individual components as well as the product collection.

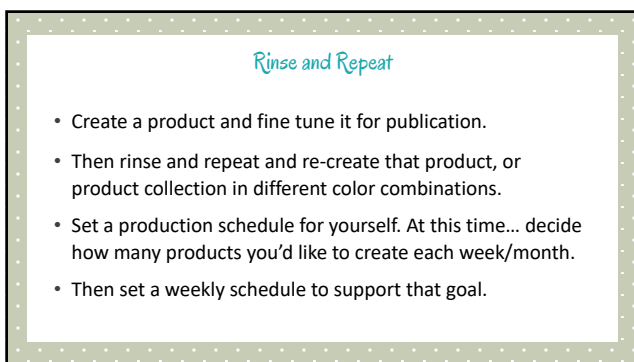


Create Personal Use and Commercial Use Products

- A great way to expand your product inventory and your income is by offering both personal use and commercial use products.
- Commercial use products can be used by others who create content to sell to their customers. You can only include pages and design elements that you have the rights to do so with.
- With personal use products, you can sell products you create and products you have commercial use rights to. You can even add design elements that you have the rights to.







*Once You Have the Color / Design Foundation
Begin to Create the Internal Pages*

- Once you've selected your color palette, begin to create the pages for your product.
- Keep your focus and take a few days to create all the pages for your planner, journal or workbook (for example.)
- Once you've created this first template, you can either recreate this product in different colors and themes...
- Or use it as the foundation for creating new types of pages.

*Before We Open Up to Your Questions...
What's Something You Can Do So You Can Create More?*



What Are Your Most Burning Questions / Support Requests



How Can I Begin Selling Products

- The easiest way to get started and to boost your business ongoing, is to have an Etsy shop – that you regularly stock.
- The trick to selling more products on Etsy is to stock your shop with products, of interest to your target audience.
- First goals: Add 1 product, Add 10 products, Get to 25 Products then on to 50 products, 100 products, and so on.
- Create a product a week and you'll have 50+ in a year.
- Create a new product collection each month. Then list the collection and the individual components of the collection.

How Can I Use PLR Content I've Purchased – To Create Products

- PLR (Private label rights) content, is content that you can resell to customers for their personal use.
- Carefully read the terms of use for each PLR product.
- You can redesign, reformat, branch off of the content or you can use it as is. (Depending on the license it comes with.)
- Use PLR in printable planners and journals or use the content in digital planners.
- Expand on the PLR content to create checklists/worksheets.

How Do I "Package" the Product for Buyers?

- Make an attractive cover and create marketing images on Canva.
- When selling on Etsy, for example, you can upload up to five files, each no larger than 20 MB.
- You can zip files together as long as they're smaller than 20 MB.
- For larger files you'll need to explore other options.
- You can add short "page flipping" and other videos to Pinterest and to Etsy that provide an inside peek at your products.




ShareYourBrilliance.Etsy.com

Notes

Time to Take Action

- While it's fresh on your mind, review your notes and/or what you learned in this training and make a list of what you'd like to take action on.
- What are three things that you can do, or do differently, in order to get more of the results you deserve and desire.
- Open your calendar and schedule recurring times for content creation.
- Take action, perfect later!



Here's to Your Success

