

Action Guide - Module 7:

CREATING YOUR FIRST PRODUCT



The SpeakerCareer.com Kick-Start Guide

Overview:

**Ideas and instructions for 10 potential first products.
Give your audiences lasting value and profit!**

Background:

Think of your products as an extension of yourself and your message.

**Give lasting value
to your audience
members and
clients.**

This is why it is crucially important that you focus on getting your first product ready to go... as soon as possible.

Some speakers feel embarrassed or ashamed about selling products to audience members. This is a logical fallacy; these speakers would like to be paid for sharing their knowledge in speech form, but in book, dvd, or any other form, it suddenly becomes a sin?

Don't fall into the trap of thinking you're doing something wrong by offering products to your audiences. If you create products that are actually valuable and life-enhancing, you're helping your audiences more than you ever could with a speech alone.

So, let's create your first product, make it have a lot of lasting value for your buyers, and let's get you some cash coming in at your first 7 value-exchange gigs.

This just keeps getting better!

Your Choices:

1. T-Shirt.

- Easy and fast to produce
- High profit margins
- Typically the most-purchased item after speech
- Sells for \$10-\$20

Your Choices, Continued:

2. Pre-Loaded USB Flash Drive

- Add video of your live talk
- 3-10 additional trainings
- PDF/Kindle version of book
- Songs
- Sell for \$20-\$50 dollars. \$300-\$500 if subject allows.



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3. Your Book

- Hands-down, the best credibility indicator for all niches.
- Hardest of all products to create, but it comes with the most benefits.
- Sell for \$10-\$40 dollars

4. Your Own Seminar

- Sell seats to your longer teaching/instruction on your subject.
- Live event is a great way to film and have lots of time to teach
- Use your seminar to develop your book's content
- Get live feedback on a more intimate level.
- Sell for \$100-\$3000 dollars

5. Experience Your 'Hook' With You

- Has an exclusive 'feel.'
- High dollar value... can sell \$100-\$5000 dollar 'seats.'
- Get help for service projects
- Can create hybrid with your own seminar

6. DVD of Your Live Speech

- Very natural product pitch.
- Simple to produce.
- Use [fiverr.com](https://www.fiverr.com) for design.
- Sell for \$20-\$40

Your Choices, Continued:

7. Big 'Ol Bundle

- High perceived value (put a lot of stuff together)
- Packaging is important.
- Give it 'thud factor,' a term coined by Dan Kennedy. Make it heavy and big, the more expensive it gets.
- Money-making info sells for the highest dollars value. \$1000-\$2000 dollars for a home-study course, for example.
- \$300-\$1000 dollars for packages that don't have a money-making theme.



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8. Little-'Ol Bundle

- Combine smaller items for \$20/\$40/\$60
- Makes for a strong sales pitch.
- Pricing in multiples of \$20 is best as people most often carry \$20 dollar bills.

9. Charitable Causes

- Ask for donations.
- Ask for volunteers.
- Sell your products with a certain percentage going to a charity.
- Sell raffle tickets for one of your products, with all proceeds going to charity.

10. Sell future speeches.

- Do this at every talk. Your product pitch should always include reminding the audience that you are for hire as a speaker.
- People sometimes don't realize you're available to speak!
- Get help for service projects
- Can create hybrid with your own seminar

Remember, 'selling' is simply convincing people that you will add value to their lives. If you have a great product that will actually make a difference in other peoples' lives, you should be excited to 'sell!'

Action steps:

(complete before moving on to the next lesson)



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- ☐ Choose the **ONE** product to focus on completing.
 - ☐ Spend the next 7 days producing that product!
 - ☐ Set a price that reflects the value that you're delivering with the product!
- My rule of thumb... I aim to deliver at least 10x the value of products I create. Ideally, 100x.
- ☐ Let me know what you've made! Comment on the module page.
 - ☐ Enjoy this bonus Pam Hendrickson interview:

<http://www.therisetothetop.com/interviews-guests/pam-hendrickson-making-high-value-products-that-sell/>
