

## Information Product – Preparation Steps

This worksheet follows the process given in *Book Yourself Solid* by Michael Port for developing an Information Product

The process consists initially of making a series of design choices.

The roles and framework choices are described fully in *Book Yourself Solid* (2<sup>nd</sup> edition) by Michael Port

### 1. Pick a Role (choose one)

<input type="checkbox"/>	Expert
<input type="checkbox"/>	Reclusive Genius
<input type="checkbox"/>	Unsung Hero
<input type="checkbox"/>	Mad Professor
<input type="checkbox"/>	Loving Teacher / Mentor
<input type="checkbox"/>	Interviewer
<input type="checkbox"/>	Researcher
<input type="checkbox"/>	The repurposer
<input type="checkbox"/>	Unique role

### 2. Choose a Framework (choose one)

<input type="checkbox"/>	Problem / Solution
<input type="checkbox"/>	Numerical
<input type="checkbox"/>	Chronological
<input type="checkbox"/>	Modular
<input type="checkbox"/>	Compare / Contrast
<input type="checkbox"/>	Reference

### 3. Choose a title that sells

A title that sells should include the promise of the product in the title or subtitle

Types of titles:

<input type="checkbox"/>	Suspenseful
<input type="checkbox"/>	Storyline
<input type="checkbox"/>	Pain or fear
<input type="checkbox"/>	Attention grabbing
<input type="checkbox"/>	Solution to problem
<input type="checkbox"/>	Emotional connection

Title:

Subtitle:

## **4. Start with the Outline (Table of Contents)**

### **4.1 List the sections or modules of the Information Product**

### **4.2 for each section or module, list 2-5 key points for each section**

You can do this here as part of your preparation or do this directly in the Word or Pages document you will create your information product with.

If here, use additional space or pages as required.

## **5. Produce Content For Each Point and Collate it in to a Template Document**

1. Produce a Word or Pages document with the table of content headings in it (if you haven't already)
2. Produce content for each of the points and collate it in together in the document

## **6. Edit the content and update the look and feel for presentation**