

JENNYMELROSE



STARTER GUIDE
HOW TO CREATE
YOUR OWN PRODUCT
THAT SELLS

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Welcome!

If you're reading this, you're at least a little curious about creating your own product—*smart move!*

I know it can be *scary ... even painful ...* but if you are willing to put yourself out there, the power it has to grow your business is AH-mazing! And, I promise you will see growth in your engagement with your audience because you are providing them with something they need!

I created my first product 3 years ago for my lifestyle blog, **The Melrose Family**. My first product fell on its face because I believed that if I built it, they would come. Ha! Was I wrong! You can't create a product without knowing what your audience needs. Once I figured out what they needed, here's what happened:

- ✓ **I had my first launch that did over \$25K.**
- ✓ **I grew my list to over 5k in a 3 month time period.**
- ✓ **My audience continues to buy whatever new products I put out so much so that 20% of my list made up for 100k of my business.**

I've put together this starter's guide to help you get the same results in your business. If you have any questions, feel free to reach out to me. Enjoy!

All my best,



Jenny is a former reading specialist who 'retired' from her teaching career when her blogging income far exceeded her salary. Through hard work and dedication, her lifestyle blog, *The Melrose Family*, became regularly sought out by nationally recognized brands such as Neutrogena, Smuckers, Glad, Costco, Stanley Steamer, Sara Lee and many more. The unique pitching process she developed for working with brands, transformed an empty editorial calendar into one that was completely booked months in advance. Now, she's combining her passion for teaching with her extensive experience working with brands to help other bloggers do the same!



The Sales Funnel

LEAD MAGNET

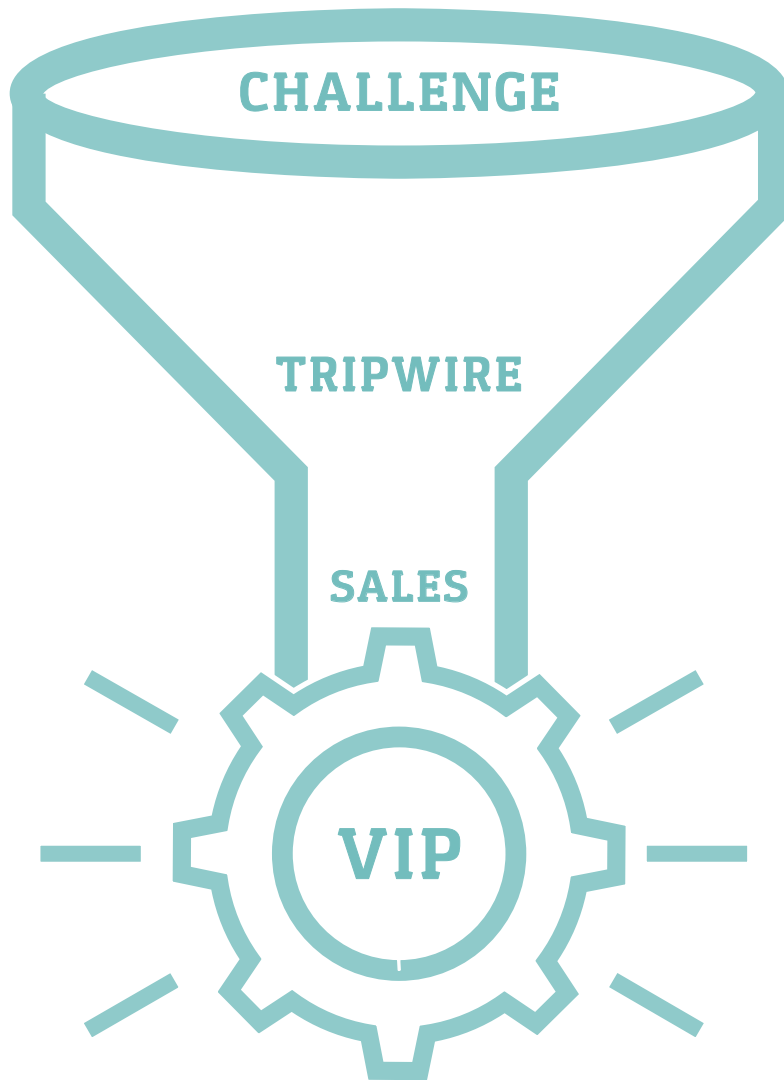


CHALLENGE

TRIPWIRE

SALES

VIP



Sales Funnel Elements



1 Lead Magnet/Opt In

A piece of valuable content that you give to your audience in exchange for their email address. *Examples: cheat sheet, swipe copy, guide, checklist, etc.*

2 Challenge or Email Series

A consecutive set of emails sent in order to teach your audience something and take them through a transformation that also shows them your product is the logical next step. *Examples: meal planning, decluttering, budgeting, diet changes (whole 30, gluten free, plant based, homemade from scratch, etc)*

3 Tripwire

A low priced valuable item (below \$20) that builds your audience trust and willingness to pay you for your value. *Examples: printable, ebook, video training, workbook, etc.*

4 Sale of Product or Service

This product or service is above \$25 and can have tiers of pricing. *Examples: ecourses, workshops, one on one coaching, services, etc.*

5 VIP

A program or service that offers individual attention. This is usually a higher priced service or product. *Examples: VIP all day consulting, mastermind programs, ecourses, etc.*



Sales Funnel Worksheet



What problem do you solve?

Who is your target audience?

What size list do you have?

How can you grow your list?



What type of product is it? (ie: ebook, course, planner, guide, video training, physical product)

What resources do you need in order to get the product to launch? (ie: time, money, people, etc.)

Where does this product sit on your value ladder or sales funnel?

How are you going to get people to trust and engage with you? (tripwire, sale or VIP)



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