

MARKETING Your Product

WORKSHEET

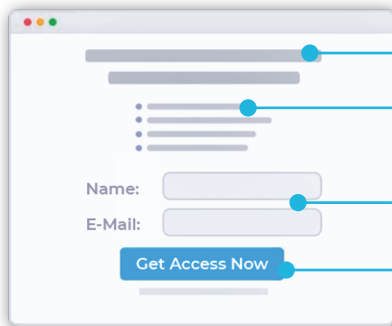
Once you have a virtual product, the question is how to sell it online so you can get paid?

There are 6 Web pages you must have to make all this work.

It doesn't matter how good are you in the marketing or if you a completely novice, what makes you revenue is very basic.

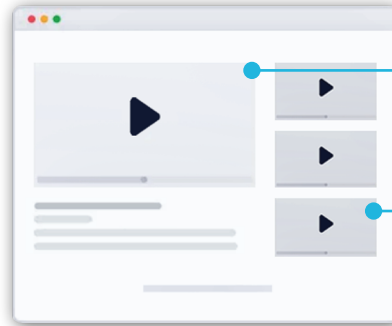
Multimillion dollar empires are based on the same pages. And you can do the same thing!

+ 1. Opt-In Page



- Headline
- Value that you offer for free
- Opt In box/ Email capture form
- Call to action

+ 2. Value Page/Free Content Page



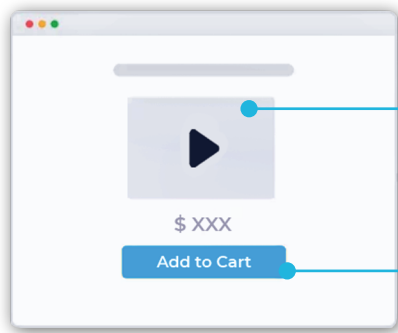
- You deliver the value that you promised
- It could be:
 - Video Series
 - PDF Book
 - Templates
 - Short Course

+ EXERCISE:

Think about what can you offer for free that would get your audience line up to get it?

Write down your ideas:

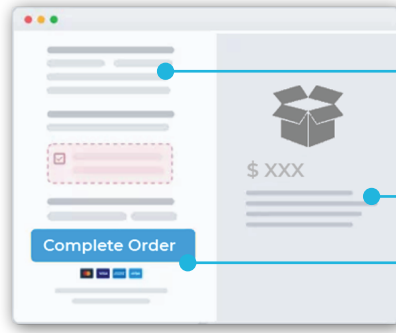
+ 3. Sales Page



Explain what you are offering

Call to action

+ 4. Checkout Page



Credit card information

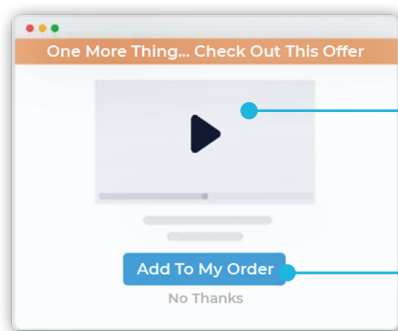
Product overview

Complete order

+ EXERCISE:

Start with a brief description of your offer and how your product will help your audience - what are its benefits and what will the people get?

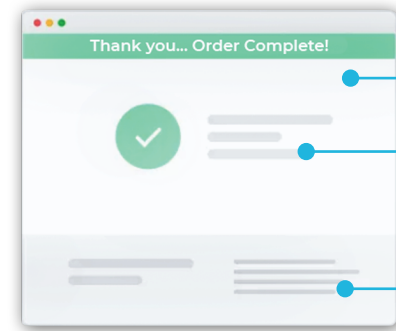
+ 5. Upsell Page



Additional Product - Exclusive Offer

Can be added to the order (One-Click Upsell)

+ 6. Thank You Page



Thank the customer for completing the purchase

Explain next steps

Use this field for brand reinforcement

+ EXERCISE:

There are at least 5 different types of upsells you can offer customers

For each of these types, write an idea for an upsell (exclusive offer) to your virtual product:

- Product or Service Upgrade → _____
- Product Quantities → _____
- Product or Service Protection → _____
- Product Customization → _____
- Extended Service Period → _____