

5 Secrets To Make **YOUR CONTENT** Valuable

WORKSHEET

The better content you have the better results you get!

You need to understand what makes your content valuable to people and then you can build your program. And if you do this right, people will want to buy from you, instead of you trying to sell to them.

Here are 5 secrets how to do that...

+ 1. Strategy

People want to know WHAT they will be able to achieve - specify the desired result:

They should see your program as a strategy to achieve the result they want. Describe the path, the big steps that will lead them to the desired result.

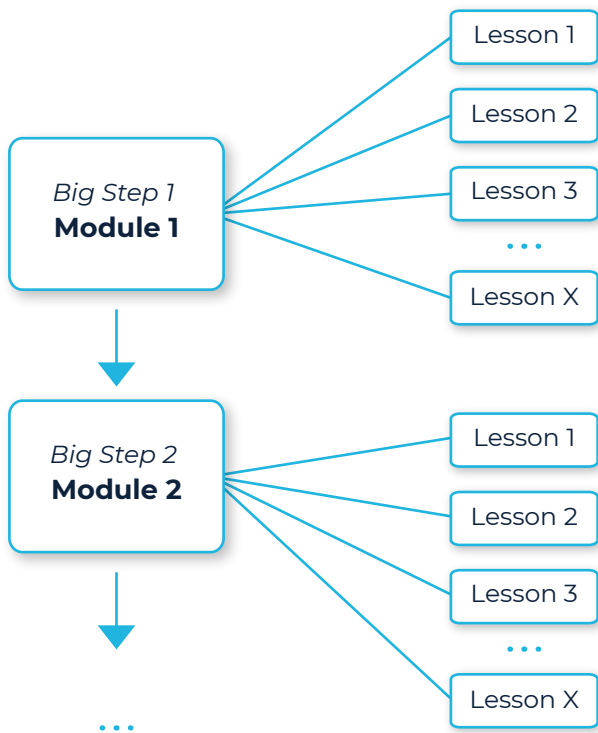
+ 2. Research

Research other practices in the subject and bring together what everyone else is doing:

This Works:

This Does NOT Work:

+ 3. Structure



Use the following key points when creating the content for each lesson.

Be sure to include:

- Short Description
- Lesson Outcomes
- Main Points
- Examples
- What do they need to do
- Why do they need to do it
- How do they implement this
- Step 1, Step 2, Step 3
- What NOT to do

+ 4. Make It Simple And Clear

+ 5. Create A Step-By-Step Plan

+ **EXERCISE:**
Considering everything, visualize your own virtual product and try to sketch up its outline in the space provided below:




**Don't hesitate to contact us if you need any assistance or consultation.
Our team will be happy to help!**

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