

# Product Creation for Authors

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Chief Executive Author  
From #BrokeAuthor  
to #ProfitableEntrepreneur

Meet  
The Hosts



### 3-Part Series

Part 1- "6 Steps for Writing Your Book FAST - #FromAspiringToAccomplished" (Monday)

Part 2- "Product Creation for Authors - #NoMoreBrokeAuthors" (Tuesday)

Part 3- "Build Your #DigitalDynasty" (Wednesday)

*Vanessa Collins*



Your General Topic:

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What are 3 problems that people have when it comes to this topic?

1. \_\_\_\_\_

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2. \_\_\_\_\_

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3. \_\_\_\_\_

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Name 5 characteristics of your target audience.

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

## #1 – Book/eBook

Having a book and an eBook can increase your credibility, visibility and competitive edge. It helps you share the information you know and is financially rewarding.

### Brainstorm

Possible book topics:

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Your book can help people by \_\_\_\_\_

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Price Book: \_\_\_\_\_

Price eBook: \_\_\_\_\_

## #2 - Audio Book

Many people listen to audio books while driving, working out or doing certain tasks. You don't have to create any new content. You can record the book from the previous step.

What are 3 book titles that I currently have or plan to create that are not already audio books?

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Price: \_\_\_\_\_

## #3 - Webinar

Webinars allow you to teach your content online. Webinars can be 30 minutes to several hours. You can teach from the content of your book.

Title of My Webinar \_\_\_\_\_

What are the 3 to 5 points that I want to teach on my webinar?

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Price: \_\_\_\_\_

## #4 – Online Class

You can take the same material from your book and turn it into an online course.

Title of the Book Used for My Online Course \_\_\_\_\_

Title of My Online Course \_\_\_\_\_

Number of weeks for the course: \_\_\_\_\_

Outline of My Course (Consider doing a chapter each week. Use as many or as few as you like.)

Week 1: \_\_\_\_\_

Week 2: \_\_\_\_\_

Week 3: \_\_\_\_\_

Week 4: \_\_\_\_\_

Week 5: \_\_\_\_\_

Week 6: \_\_\_\_\_

Week 7: \_\_\_\_\_

Week 8: \_\_\_\_\_

Week 9: \_\_\_\_\_

Week 10: \_\_\_\_\_

Price: \_\_\_\_\_

## #5 – Digital Content

You can take the recordings from your webinars and online classes and offer them in your digital eStore.

Product #1 \_\_\_\_\_

Product #2 \_\_\_\_\_

Product #3 \_\_\_\_\_

Price: \_\_\_\_\_

## #6 – Speaking/Seminars

You should have a signature presentation around your book topic. You can also host live events, seminars and conferences around your book topic. You can invite other speakers to participate.

Signature Presentation Title: \_\_\_\_\_

Conference Theme \_\_\_\_\_

Price: \_\_\_\_\_

## #7 – CD/DVD Content

You can produce physical copies of your digital content that you can sell during speaking and vending engagements. Don't forget to include your audio book. Most computers will allow you to burn both CDs and DVDs.

CD Content

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

DVD Content

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Price: \_\_\_\_\_

**#8 – Coaching Program**

You can offer a coaching program that will help your clients implement the principles in your book. You should have both group and one on one programs available.

Name of Group Coaching Program \_\_\_\_\_

Number of Weeks for the Program \_\_\_\_\_

Week 1: \_\_\_\_\_

Week 2: \_\_\_\_\_

Week 3: \_\_\_\_\_

Week 4: \_\_\_\_\_

Week 5: \_\_\_\_\_

Week 6: \_\_\_\_\_

Price: \_\_\_\_\_

## #9 – Membership Program

Membership programs allow clients to access portions of your content on a monthly basis.

Title of Membership Program \_\_\_\_\_

Content of Membership Program

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Price: \_\_\_\_\_

## #10 - Consulting/Implementation Programs

These are higher priced programs with allow you to create a “done for you” solution.

Based on your book, what “done for you” solutions can you offer?

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Price: \_\_\_\_\_

## #11 – Certifications

These programs allow you to train and license others to offer what you offer. It is similar to a franchise program. This can be based on your classes or implementation programs.

Which program can I train someone else to do? \_\_\_\_\_

\_\_\_\_\_

Price: \_\_\_\_\_

## #12 – Special Programs/PDF

These documents can be used as lead magnets to build your mailing list around your particular topic. They are designed to answer 1 specific question and should be able to be consumed quickly. Infographics make great lead magnets.

Title of Document 1: \_\_\_\_\_

Title of Document 2: \_\_\_\_\_

Title of Document 3: \_\_\_\_\_

Price: FREE but it will build your list which will lead to more sales



### #13 – Telesummits

These are online events designed to expose you to more people by inviting influencers on to your platform. Most of the time they are free, but you can sell the replays.

Name 3 people you could invite to your telesummit.

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Price: \_\_\_\_\_

### #14 – Mobile Apps

Apps are pieces of software that people can use on their phones to accomplish certain task or gain information.

Which books/courses could I offer an app for?

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Price: Free but you can get advertisers or promote your own programs

