

MY NOTE TAKING NERD'S NOTES FROM EBEN PAGAN'S GURU MASTERMIND PROGRAM

The Ultimate Content Creation Strategy

- Designing products are very important. Good product design leads to more sales, AND more back-end profit.
- If you're having trouble selling your products, it's probably because you made something nobody wanted to buy. Good marketing can't fix a broken product.
- **In creating a product, you must ask "What is the BIGGEST emotional need of the customer?" In other words, where to pain and urgency intersect?**
- Most of the information products are created because "someone wanted to write down their good ideas." This is ass-backwards — you **MUST** think about the prospect first before you create your products.
- **The most powerful content creation strategy is to actually interact with your customers in person.**
- By doing this, you'll learn exactly how they talk and exactly where the most powerful and urgent pain point is.
- You can also use online surveys that you give out **AFTER** someone has bought your products.
- For example, in the weight loss market. People won't say "I want to lose weight," they'll say things like "I want to lose the last 10 pounds."
- You always want to make sure to make products that meet the emotional need the prospects express to you, **NOT** what you think they should know.

- Down the road, you can introduce more of the stuff that “they don’t know they need to know.” But in the first product, it is critical that it’s only stuff which they have expressed they need.
- Interact with your customers. Ask things like “what’s your objective?” “What’s your biggest fear?” what’s your biggest frustration?” You’ll hear many shocking things that you never would have thought of.
- Also ask prospects “how much would it be worth to you to have your problem instantly solved?” This gives you your “**financial translator**” for price positioning
- Then, look for an **emotional translator**. Like, “how’s it going to feel for you to look good at your wedding? How much is it going to cost you if you’re fat and look like crap at your wedding?”
- Then, look for you **technique translator**. Phrase your technique as a solution — what it does for the prospect. Then, ask them something like “how much would it be worth to you if I taught you a technique that would let you could lose those last ten pounds easily in two weeks?”
- Then, make an outline for your product. You want to put the techniques that satisfy the most intense emotional needs first, and the least intense last. You also want to try to put more conceptual stuff up front and technique heavy stuff in the back.
- Then, take the HEAVIEST emotional need and make it THE NAME OF YOUR PRODUCT.
- You also want to name your chapters in the language of the prospects’ emotional needs. For example, “How to lose those last ten pounds in two weeks or less,” rather than “the Smith technique