

## **The M Word Conference – Leads and revenue Through Products – Your Own and Other Peoples. – 11/4/09**

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### **Worksheet - Creating An Information Product**

1. Name your who and your what

*WHO: Your market – who you are you most called to serve, where you most want to make a difference.*

*WHAT: The essence of the service you provide– what do you want them to learn, experience, understand. This is often reflected in your tag line, on your web site etc.*

My WHO \_\_\_\_\_

My WHAT \_\_\_\_\_

2. List a minimum of 5 challenges, concerns, predicaments, requests, problems your customers / clients experience.

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

\_\_\_\_\_

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

\_\_\_\_\_

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

\_\_\_\_\_

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

\_\_\_\_\_

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

\_\_\_\_\_

3. Choose ONE of the topics above!

*Pick one that is compelling for you and for your clients.*

4. With your chosen topic in mind, ask your-self this question; What do I know? Use a separate page to come up with 7-10 bullet points or create a mind-map. Spend some time here – when you think you are complete, ask yourself again - what else do I know about this topic?
5. Choose your medium based on your strengths – Do you prefer to write or to speak? Circle the category that’s best for you and narrow in on the type of product you want to create. For a first lead-generating product choose from the list below, for income generating products write in the medium of choice:

**Writing** – mini e-book, workbook, report, white paper or a tips list  
**Speaking** – interview an expert, be interviewed as an expert, create a tele-class

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6. Play with titles – Get the creative juices flowing and spark some fun. Pick a random book title off your book shelf or a favorite CD and rewrite several variations of it adapted to your topic. Choose titles that are totally unrelated to your topic. Let go and give your self full permission to play – you never know what really off the wall idea will trigger the one that’s golden.

*An example:*

Title: Trail Food: Drying and Cooking Food for Backpacking and Paddling

Variation: Trail Food for Creatives; Product “artists” guide to survival

Book title \_\_\_\_\_

Variation 1 \_\_\_\_\_

Variation 2 \_\_\_\_\_

Book title \_\_\_\_\_

Variation 1 \_\_\_\_\_

Variation 2 \_\_\_\_\_

Book title \_\_\_\_\_

Variation 1 \_\_\_\_\_

Variation 2 \_\_\_\_\_

### **What's Next:**

If you would like additional help creating and using products as a way to build your business, visit [www.ProductMentorCoaching.com](http://www.ProductMentorCoaching.com). I have an array of services and products available including individual and group coaching programs.

### **Starting Nov 17: [Your First Product – A 30 Day Intensive](#)**

*Start 2010 with your first lead-generating product in place and working for you.*

**Resources:** for resources mentioned in this presentation go to [www.MarcyRecommends.com](http://www.MarcyRecommends.com)

### **My gifts for you**

**Discount coupon code: Your First Product – A 30 Day Intensive FREE audio download & workbook; Finding Your Killer Idea, Brainstorming Secrets for Signature Products. Programs and Workshops**

**Go to:** <http://www.coachingtoys.com/coachingtoyscoach/gifts.html>

### **About Marcy**

A true renaissance soul, Marcy Nelson-Garrison is a product mentor and certified professional co-active coach, visual artist, product entrepreneur, product review columnist for *Choice* magazine and founder of Coachingtoys.com, an online store featuring creative toys and tools for transformation and personal development.

Marcy works exclusively with service-oriented professionals interested in building their business through products and other creative extensions of their passion and their work. Her own products include; Q? Basics, Open-ended Questions For Coaching Mastery, Passion to Product, a 5 CD series on how to create tangible products, Mentors and Muses CD and The Product Planner. Visit her online store at [www.coachingtoys.com](http://www.coachingtoys.com) or check out her coaching programs and products at [www.ProductMentorCoaching.com](http://www.ProductMentorCoaching.com)

