

**Sean Mize 60 Day Coaching**  
**Day 12**  
**Four Products In One Month**  
**Audio Length: 73 Minutes**

Sean is going to teach you how to create four products in a month. You'll be amazed at how easy it is!

He wants this hour of audio to be a model for you.

He used school-lined paper to plan. It took 5 minutes to plan out!

He's teaching based on his experience.

He then goes through each line he has on his outline. This is to show you how easy and fast it is.

It's going to feel weird when you record yourself for the first time. Just go through it... soon, it will feel very easy. Everyone goes through this so don't get down on yourself.

**Master Outline**

Create a master outline of the products you'll create in your niche.

Write down all of the main topics in your niche. Maybe there are 10.

Then, write down all of the things you know about each topic.

Sean gives an example about gardening.

Choose just one. You'll have product ideas ready to go that you can jump in and create products for.

You're on your way to creating your first \$100 product for a 3 hour recording. You can go higher or lower. You might find that a different price point works for you.

Worthless material is worth nothing. Price your material according to what it's worth.

You can have a variety of different modules in your product.

You can create larger, more in depth products.

### **Your Coaching Program**

You should be moving toward a high-end coaching program.

When you have an obligation to something, you're more likely to follow through and do well. These people are counting on you to deliver incredible value to them.

Sean opens the line for questions and comments.

Sell the coaching first. Then, create the lessons. He knows what the coaching will be about but doesn't create specific lessons. He needs to know specifically what his coaching students need.

### **Creating Your First \$100 Product**

Simply do this using the microphone on your computer.

Do this even if you've never done this before. You absolutely must get over the idea of perfection.

Sean asks listeners on the call to speak up and ask questions.

Then, he switched back to teaching.

### **Access To You**

What does access to you look like? Email access? The people who invest in you will be respectful of your time.

Sean has only had one person who wasn't respectful of his time. He'd always have 25 questions per email and the emails didn't end.

Sean recommended that the person ask the first question only. This person began to have a lot of success once he narrowed his questions down.

When you start your business you have lots of time and not a lot of money. Give your time to your subscribers. Give them what they need.

Maybe have a one-hour open coaching slot.

You can host live coaching calls, like this one, and use that material in the future.

Record everything! You can repurpose it later. You can have it transcribed and turned into ebooks or articles, etc.

### **It's Simple...**

Just because it's simple doesn't mean it's not hard.

Sean gives the example of working out at the gym. For some of you the hardest part will be the outline. For some, it will be the recording, for some, it will be planning your coaching.

Maybe it will just take you a little longer. Maybe it will take you an extra week. But if you do everything he's telling you to do, you'll have a real and thriving business. Simply do the work.

How will you get all this done?

You have to prioritize. You can't just read all of the sales messages in your inbox. The Internet can be a huge time suck. It's easy to get lost and realize two hours later that you haven't done anything at all.

Prioritize your actions and not your time.

If you have a hard time with time management, this is something you need to pay close attention to.

You should do the most important thing first. But people want to get the most done as possible.

Sean recommends a few books that might help you.

“Work Less, Do More”

Learn to do the things that are important instead of what's not. You'll be much more highly productive.

Sean then takes listener questions.