

Sean Mize 60 Day Coaching
Day 50
Power List Building Product Creation
Audio Length: 76 Minutes

Sean assumes you have traffic, a squeeze page, and a list.

People don't buy your ebook because it's an ebook. They buy it because they have a need. You're packaging this solution through an ebook, or audio, or whatever it is.

When you're creating products, it's important you focus on the needs they meet.

Without traffic you can't build a list. You need traffic and to build a list. You need both pieces.

You need traffic, subscribers, and products they can buy.

Why not use affiliate products in your marketing?

When you structure your products correctly, you can easily generate a 6-figure income without having an office or employees, etc.

The problem when you're marketing products for someone else, you're not building that strong relationship.

Even if you break even on the front end of that affiliate product, you're generally cut out of the back end.

The first product you sell is basically a break-even proposition.

When you have multiple products, you'll start to have repeat customers.

If you've met their needs, they'll buy from you again.

Having more products nets you more sales and you don't have to work for that traffic time and time again.

Varying Prices

You'll have a wide range of individuals. Some will have low incomes, some moderate incomes, and some high incomes. Some will have a low level of need, some a moderate level of need, and some high need.

That's why you need to have different tiers of products.

Most of your income will come from the higher end products.

Opens The Call For Questions

When you're selling physical products online, you're limited based on competition. You're also limited by what it costs to produce.

A lot of physical products need support.

Meeting The Needs Of People On Your List

You need to meet the needs of the people on your list.

People buy products to solve a problem.

Find out what their problems are and create products based on those problems.

If you want to create 6 figures or more, you're going to need to create backend, high end coaching programs.

You can have an email-coaching program. You can have a group-coaching program. This really only has to take a few hours per week but can have dramatic effects for you.

People can buy one on one—they'll get more attention and pay a lot more.

Sean believes that group coaching is the most advantageous.

Questions For You

Sean is leaving the training with questions for the audience. Ask yourself what's wrong? What's wrong with your traffic? What's wrong with your plans? What, exactly, is holding you back? You have to figure out what your sticking point is.

You're probably stuck on one thing that, when solved, you can move forward. You might need outside help to figure this out—like a mentor or a coach. This can help you move to the next level.