

## Excerpt From Training Manual For Coaching Purposes Only

Information products provide the opportunity to grow your successful business where you sell paper, ink, audio files, cd's, dvd's, sell access to teleseminars or your voice.

Essentially, anyone can create info products. Yes, even you.

You have a unique skillset or knowledge that can be presented in such a way that it will provide value to others.

Customers buy based on the VALUE you provide rather than the cost of producing them.

Discover how you can become a part of the information age and build massive profits for your business as you shift your business model from one to one, to one to many.

It is through this process that you will effectively monetize your knowledge and create more income and more freedom from your business.



# How to Productize, Package and Promote Your Expertise For Maximum Results

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## 4-Mat System

Imagine trying to make a carrot cake but not having any carrot. You'd end up with a cake but it wouldn't be too good. You certainly wouldn't have people coming back for more, would you? That's how important I believe the information I am about to share with you is if you want to create info products that are not only effective but are guaranteed to be a raving success.



When creating any information product, you have to include the carrot or the secret ingredient in the recipe and that is to use the 4-Mat system. This serves as the most complete way to present your information for the greatest comprehension of your product.



We know that people prefer different learning styles and have different ways of absorbing information and so if our products are to be successful, we have to cater for all the various styles.

I use this 4-Mat system when creating any product, whether it be a public speech, presentation or product and it was formulated from studies by Bernice McCarthy in 1979 when she created the 4-Mat method of learning.

**It is a strategy for dealing with and specifically addressing individual differences. It's approach to teaching utilizes research on brain lateralization dominance and various learning styles to identify and provide specific instruction that attracts each individual.**

Bernice McCarthy's unique 4MAT® cycle shows that learning styles are linked to preferences in the ways people perceive and process information and experience. It is a brain-based teaching method that emphasises diverse learning styles, honours learner individuality, teaches concepts as well as facts, and improves people's thinking and performance.

The 4MAT® method uses a 4-quadrant cycle of learning that begins by engaging learners through direct experience, moving them toward the following:

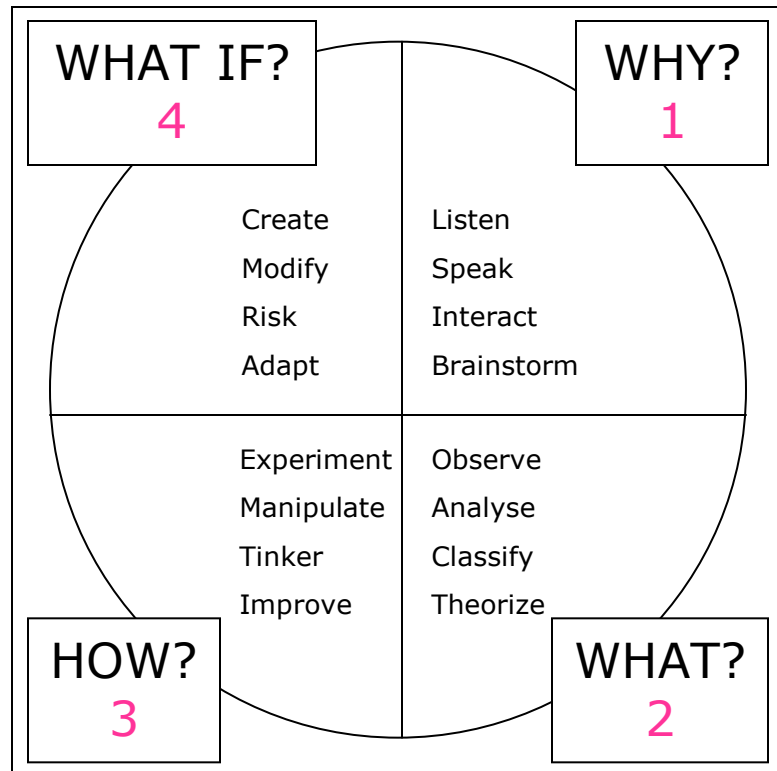
- Reflective observation
- Abstract conceptualising
- Active experimentation and problem-solving
- Integration of new knowledge and skills

Learning happens as we unite our experiences and their meaning with actions that test those meanings in the world.

Benefits of using this 4MAT system of delivering information include:

- This system deals with and specifically addresses individual differences
- Provides specific instruction that attracts each individual
- Connects to learners
- Provides relevant information
- Offers an opportunity for practice
- Allows for creative adaptation of material learned.

The 4-Mat system is designed to capture the interest and attention of all different learning types, and the priorities of each 'type' are set out below.



**Each area must be addressed in this order –**

**Why – What – How – What if?**

A number of presenters, especially those trained in NLP, use this format for presenting as it is a training style that allows the presenter to speak to all the different types of brains in the room at the same time.

To simplify the 4MAT system, people listen, take in or process information differently and are usually split into the four different types during the learning process.

- **Why?** These learners want to know the reason for learning
- **What?** These learners want to get the facts and concepts
- **How?** These learners want to practice and do something
- **What if?** These learners want to try out variations.

If you use this formula when creating your info products, your audience will respond positively because you will speaking directly to them in some point of your product/presentation/course. It is designed to hook the interest and attention of all different learning types.

To create a successful product using this 4Mat system, answer these questions.

- Why do I need to know this? What's in it for me? (Why people – 35% of people)
- What is the content? What specifically am I going to get out of this? What are you going to teach me? (What people – 22% of people)
- How will I use this? How does it work? How can I try this out for myself? (How people – 18% of people)
- What possibilities will this create in real life? What if things don't go as expected? (What if people – 25% of people)

**Remember to use this particular order when presenting your content.**

**Why - What - How - What If**

## Why learners

**Why** learners need the practical benefits of a topic before they become interested. They need to be addressed early in the presentation – just enough to pique their interest.

They get bored quickly and you need to give them a good reason to pay attention to the rest of what you want to say. If you don't get their interest right away, they won't stick around to find out any more. This group will take the message on board and spread the message to others as well.

Present the core benefits or What's In It For Me? Why learners like to **listen, speak, interact** or **brainstorm**. They like the answer to 'why?'

## What learners

A **what** learner might say 'just give me the facts'. This is where you give the nuts and bolts of your topic. Tell them what it is with the facts and offer a metaphor (which is a story) as an example.

They need to get information right near the start of your presentation or product otherwise they will think you have nothing of substance to offer them. This enables them to begin absorbing the concept in their own mind, and it is these people that will be able to go on and implement what they learn in a logical fashion.

This group prefer to **observe, analyze, classify or theorize**. They like the answer to 'what?'

## How learners

A **how** learner will tell you 'just do it' – they need to know how things work, like finding practical uses for ideas and theories and they need to try things out. This is the part where you outline the steps or strategies in how your information works or provides solutions.

They like to get right to work, but they also need something to work with. They will pay attention to the **what** section so they can get the information they need to implement the ideas and they'll come up with strategies to make it work.

The how people prefer to **experiment, manipulate, tinker or improve** and like the answer to 'how' your solution or products works.

## What if learners

The **what if** learners need instruction first before they can go off and play with the information. This type of learner takes all of what you've presented and looks for ways to apply it in their lives. A good example is closing with a Q & A section because they want to get clarity on how they can take what they've learned and use it in the real world. If it's a written product with no possibility of a Q & A, this is where you can place your call to action, to allow the reader to implement the information.

This group will often have lots of questions throughout, but it's important that you don't interrupt from the 4-Mat system to answer them as you will quickly lose the other groups.

Instead, wait until the end and respond in Q & A sections, or in a one way presentation or product, think about what they may ask and answer possible questions with your content and also in your summary.

This group prefer to **create, modify, risk or adapt** and like to imagine what if.

## Mini What

I personally like to add an introductory or pre-4mat section titled the **MiniWhat** right at the very beginning.

The mini-what is a very brief description of What the product or presentation is called and is a great time to include a definition, brief outline or quote of what is to follow.

Now that you've heard the theory, let me show you how to put it all together as I have with my elevator speech.

(This is the **mini-what** – short brief definition)

*My name is Danette Hibberd, Founder and CEO of ProductFunnelFormula.com and WorkOnceWisely.com*

And then,

*"You know how many service professionals experience overwhelm and frustration as they want to earn more money and more freedom in their business?"*

(Whetting their appetite and telling **why** they should listen further)

*"Well, what I do is help small business owners and solo professionals leverage their expertise, time and effort to create a sustainable, profitable business"*

(that's the **what**)

*"I do this by taking them through a step by step process that includes identifying their target market, branding their brilliance as an expert and productizing, packaging and promoting their expertise for maximum profits."*

(there's the **how**)

*So, let me ask you, how do see making more money while working less hours being a part of your life? Do you have any questions?*

*(and I close with the **what if..**)*

Let's take a look at another example.

### **Topic - The Practice of Outsourcing Accelerates Business Growth**

The best kept secret that will fast track your business growth and your income is outsourcing.

(**mini what**)

Wouldn't you love to be able to spend all your time doing the tasks you enjoy, the jobs that keep you at your most productive and earning the highest income? Wouldn't you enjoy the freedom to be creative in your business and achieve success sooner?

(**Why** – benefits from outsourcing)

A colleague of mine made the decision to outsource her bookkeeping, her appointment setting and her promotions work to a virtual assistant and she employed a cleaner to make sure her house was always in ship shape.

(This is the **what** – or the facts)

So how you can fast track your success is to find a virtual assistant that can take care of those jobs that bog you down or stop you from spending your time fruitlessly, and instead have you concentrate on what you do best.

(That's the **how** part)

Now that you realise the value of outsourcing to your success, why don't you google Virtual Assistants and get rid of some of those annoying jobs that slow you down. Imagine 12 months into the future – how much progress have you made and how much happier are you now that you spend your time doing what you do best?

(That's the **what if** part – giving a call to action and perceiving it as true.)



Regardless of the format you choose for your information product, the 4mat system is the perfect way to structure your writing.

For Example:

### **“6 Easy Tips To Control Temper Tantrums In Your Two Year Old”**

**Mini-what** Describe a temper tantrum (*Temper tantrums are a part of growing up, and as children develop and grow, they learn at an extraordinary pace. Everyday they learn something new. Unfortunately their cognitive and physical skills are often times not in sync. This leads to frustration – and then temper tantrums.*)

**why** young children throw tantrums (*Your toddler throws tantrums for a number of reasons: her pants are wet, the puzzle piece won't fit, or maybe you gave her milk when she wanted juice. Since they are still learning to talk, toddlers have a hard time expressing their needs. It is very frustrating for them to want something and not be able to get it. This, coupled with their limited problem-solving skills, leads to tantrums.*)

**what** – the facts. (*To parents, these emotional outburst often appear to defy reason. Other times, your adult reasoning stands in the way of understanding your child's reactions – with good cause. When she takes a flying leap off the stairs, you see broken bones and hospital visits. She sees something else entirely; she sees an opportunity for fun – fun you are denying her and that is frustrating.*)

**how** – can we fix the problem (*For most children, temper tantrums ease off with maturity. Once their speaking and reasoning skills improve, tantrums will seem as distant as potty training. In the meantime, it's important parents establish a consistent way of dealing with them. By doing this, you show your child the importance of clear communication.*)

**what if** - (*Below I'll share with you 6 easy tips to control these temper tantrums so you'll soon live in tantrum-free zone.*)

#### **Tip 1 – Cooler Heads Prevail**

Why

What

How

What If

**Tip 2 – Think Before You Act**

Why

What

How

What If

**Tip 3 – Give Her Frustration A Nod**

Why

What

How

What If

**Tip 4 – The Talk**

Why

What

How

What If

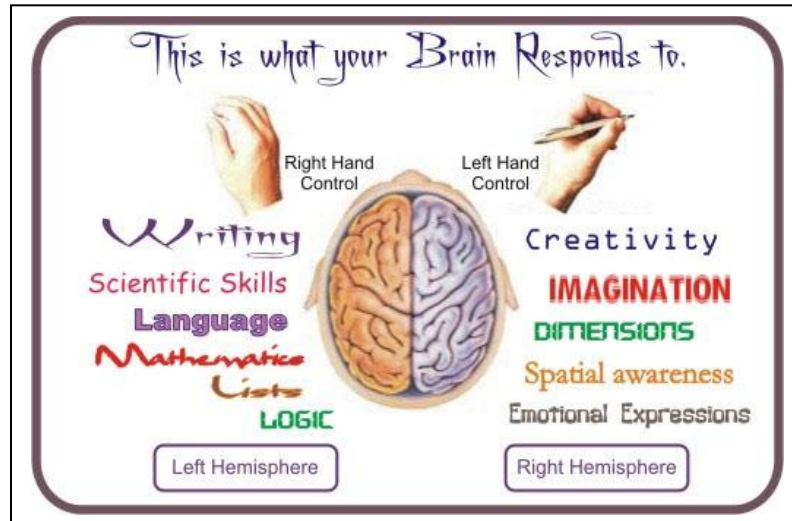
***(Continue the process for each tip. Just a sentence or two is enough.)***

**Finish with a What If – or future pace** – imagine how quiet, happy and stress free your life will be when your toddler has kicked the tantrums and instead giggles and smiles all day long. Bliss is on it's way.

## Right & Left Brain

As we know, we have two sides of the brain and your info products will be so much more effective when you address both sides.

Don't get too hung up on this, but it is worth knowing the workings and benefits of addressing both hemispheres of the brain.



Let's take a quick look at the differences between right and left brain thinking.

### Left Brain

Logical  
Sequential  
Rational  
Analytical  
Objective  
Verbal  
Looks at parts

### Right Brain

Random  
Intuitive  
Holistic  
Synthesizing  
Subjective  
Tactile  
Looks at wholes

Most individuals have a distinct preference for one of these styles of thinking, however some are more whole-brained and equally adept at both modes.

In summary, people with a left-brain preference of learning focus on logical thinking, analysis and accuracy whereas those preferring right-brain learning focus on aesthetics, feeling and creativity.

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The following chart outlines the 8 instructional events proposed by this system.

STEP	LEFT MODE	RIGHT MODE
	<b>WHY?</b> (Motivate and Develop Meaning)	
1		Create an experience (CONNECT)
2	Analyze/reflect about the experience (EXAMINE)	
	<b>WHAT?</b> (Reflection and Concept Development)	
3		Integrate reflective analysis into concepts (IMAGE)
4	Develop concepts/skills (DEFINE)	
	<b>HOW?</b> (Usefulness & Skill Development)	
5	Practice defined "givens" (BY)	
6		Practice and add something of oneself (EXTEND)
	<b>IF?</b> (Adaptations)	
7	Analyze application for relevance (REFINE)	
8		Do it and apply to more complex experience (INTEGRATE)

Keep the right side of the brain 'happy' by telling stories, anecdotes or quotes, especially in the 'what' section. Using metaphors are extremely powerful as these anecdotes consciously remove a person yet allows them to relate unconsciously.

**It's time for you to leverage your expertise, time and effort to create multiple streams of income.**

## A Simple Product Or A Program?

There are millions of people out there selling info products such as quick “How To” special reports, and a gazillion e-books that have very little ‘real’ content.

The world today has become flooded with ‘self-doers’ or with people who believe that if they are shown how to do a particular task or achieve a specific outcome, they can do many things on their own.

Your customers or clients desire to do ‘just what you do’ and ‘how you do it’ and more often than not, they really can: if, the correct information is provided.

It is because of this belief that you will prosper if your educational programs enable your visitors to move towards their goal. Your programs will be more attractive and easier to sell.

Educational programs are easier to sell because:

- The information is specific to work towards a desired outcome
- They are less expensive than working one on one with you over the period to complete the course
- The perceived risk of failure is reduced – your clients sign up for the course and it is up to them to actually implement the information they learn

## Benefits of Developing Programs

**Increased Income:** The reduced cost to purchase programs makes them affordable to more people thus giving you more income for the time taken to develop the program. In other words, you get paid more for your time.

**More Prospects:** You can attract more prospects as they learn just what your business can offer them.

**Increased Marketing Leverage:** Offering programs enables you to market your expertise to a wider range of people rather than marketing to one on one as in a coach to client relationship.

**Increased Recognition:** Offering a complete program raises your credibility and visitors perceiving you as an expert in your niche.

**Opportunity To Increase Sales:** As you have attracted prospects into leads in your marketing funnel, you have the opportunity to up-sell to higher end educational programs, and your income can grow without continually searching for and marketing to new prospects.

**Opportunity For Higher Passive Income:** With your business and sales of your programs on auto pilot, your passive income will grow and be an excellent method of leveraging your time, effort and expertise.

**Deliver educational programs with a highly specialised, in depth content and a narrow focus.**

## Should I Stop At One Program?

Begin with one program, yet consider how you can create multiple programs that 'graduate' your customers from one to another.

Cross-sell and up-sell as you build your programs and link to each other, satisfying your customers at all levels.

Be aware that your chances of selling a high priced product to people who don't yet know you are very slim, so you will need to have multiple contact points with them as they progress to the more expensive products and services.

A successful funnel is created when products catering to the varying learning modalities and incremental price points are offered.

## So, let's begin making our first info product

The easiest and most effective products are made when you create your product around something you already know or are naturally good at.

Why?

Because it's easier, quicker and more enjoyable when you are writing about a topic that you're familiar with.

*For example ...*

*If you write an instruction guide on how to make a flower in paper toll, but didn't know how to make one yourself, it would be a lot harder to write about it, whereas if you enjoyed making them, and knew the exact steps, it would be so easy and quick to do because you have the experience and are passionate about it.*

Do you agree?

The point I want to make is -

**Don't try to make it harder or more complicated than it has to be.** By choosing a topic that you're already experienced in, interested in and excited about, you will create your info product easily.

So, you've figured out what people want to know about your niche and a great place to start is to think back to when you first started in your business.

- What questions or challenges did you have?
- If you're not yet in your own business, what are you passionate about or naturally talented in?
- What hobbies do you have?
- Ask yourself what solutions were **you** looking for?

Example –

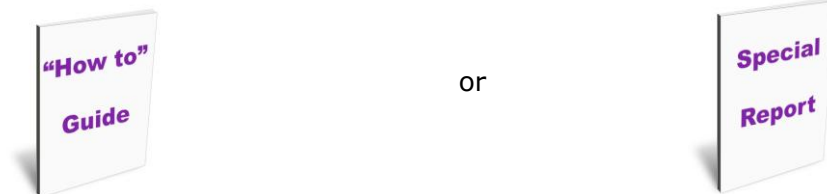
As we work through this example, you'll be able to quickly and easily follow a system which you can use in your own niche.

Suppose you're in the business of making and selling beaded jewelry. Some questions may be -

1. Where is the best place to buy the assorted beads?
2. How can I make my own?

3. What's the best method to clean them?
4. Are some beads better quality than others?
5. How can I start my own bead jewelry business?

Immediately you've got 5 topics that you can break up into paragraphs or chapter headings for a



If you have more questions, include more headings or chapters. Include tips under each heading and you have your first short product.

At this stage, don't try to over complicate things and stop yourself from getting started because you can't think of 25 chapter headings. You can always expand and build on the initial chapters later. In fact, 7 is a good number to begin with as you want to avoid information overload.

Flesh out and expand each heading for creating an



Remember once the course is written, and your visitor has signed up for the course, your autoresponder system takes over and the lessons get delivered at the schedule you've set. All this is done on auto pilot.



You could then use each chapter and create a **teleseminar** series, with each call dedicated to just one chapter.

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Record the teleclasses live or the chapters on your own computer and you have an **audio** course. If you're not confident enough right now to conduct teleclasses, simply record yourself reading or talking about each chapter with programs such as Audacity.



Teleclasses with interaction from participants are great and can be also be **recorded**.

Have your recordings **transcribed** creating a manual and copy your audios on cd's and you now have the value added transcript that goes with your audio.



And of course, you could run live **workshops** where people learn hands on how to make the jewelry using a manual created from your transcriptions. These workshops can be filmed.

Package your cd's, dvd's and manual and you have a **home study course**.



Package your cd's, dvd's, manual with one on one coaching and you have a **high end personalized jewelry making course**.

For continual ongoing income, you could even create a continuity program or **membership site** where members can swap ideas, trade beads, purchase discounted stock etc.

So you see there are many ways you can repurpose or repackage your existing expertise and begin making products which can set you on the road to earning multiple streams of income, as well as extending your reach to a much wider audience.

**It's now your turn:**

When you began your business, or began thinking about the idea for your business, or think about your passion or hobbies, what questions or challenges did you have?

1. ....
2. ....
3. ....
4. ....
5. ....

Congratulations, you now have 5 chapter headings for your first info product eg special report, audio, instruction or 'how to' guide which you can flesh out to create an e-book, e-course, teleseminar series etc.

**How do you know what your target market really wants?**

**You need to conduct some RESEARCH.**

- Survey your list and ask
- Use some keyword tools and see what they're searching for
- Visit online forums, directories, blogs and newsgroups
- Check on eBay
- Check on Clickbank
- Check on Amazon
- Check on EzineArticles
- Check online and offline magazines

And other market research tools and sites. (See Resources)

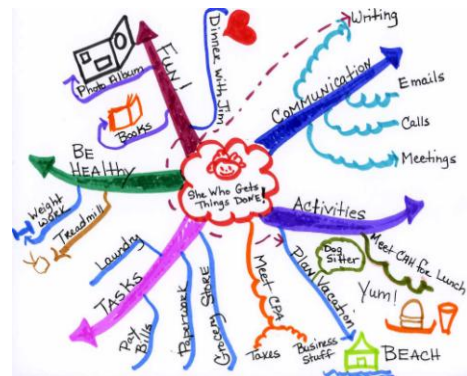
## How Do I Brainstorm My Content?

Decide on the subject of your product.

Begin planning what sub-topics you wish to cover in your info product, determine how you can best provide the solution your clients and potential customers are looking for, and what tips, techniques or strategies you will cover.

Some prefer to use tools such as mind mapping to compile all the information.

Others use an index card system where a card is used for each proposed chapter heading, with relevant sub-headings and ideas noted on each card.



I prefer to use a technique known as 'data dumping' where I jot all my ideas down on square post it notes and stick them on a corkboard or whiteboard.

Anything I wish to cover or think is relevant to the subject, I write on a new note and stick on the board. I can add, toss out, expand – easily make any changes as I brainstorm my topic. Jot a note about absolutely everything you think is relevant to your topic as you can decide later which ideas you wish to include or discard later.

### Brainstorm Possible Ideas:

Think about all the possible information you can use for content in your product.

Use the following list to prompt you,

- Ideas

- Notes
- Lists
- Questions
- Reminders
- Thoughts
- Checklists
- Things to do
- Personal reflections
- Experiences
- Details
- Steps
- Strategies
- Techniques
- Facts
- Reasons For/Against
- Comparisons
- Contrasts

Whichever method you use to record your thoughts for your product, such as mind-mapping, using index cards or post-it notes, just data dump to get them out of your head and down on paper.

Prepare to organise your information.

## How Do I Organise My Content?

It's now time to organise your information into a workable outline, either systematically (grouped together logically) or sequentially (arranged in a chronological order).

I select main ideas from these notes and place in order to become my chapter headings, and then place sub headings beneath each one.

This method allows for each note to be 'switched' around,



more added or some combined, continue brainstorming until I am happy with the arrangement.

Now that the content is organised, stand back and have a look. Are you happy with the sequence of your information? Are you certain you have covered all you wish to include?

It's now time to **WALK AWAY!** Go and make yourself a cup of tea, go for a walk outside or even sleep on it.

It's amazing how once you leave the project alone for a while, you will uncover spelling errors, decide to make changes, add something new or come up with an important tip or strategy that you had overlooked. You will also see how your content flows.

## For a Written Product -

Avoid overwhelm when writing by setting up a 5 point outline. A great example of a chapter outline to get you writing could be:

1. Quote
2. Lesson
3. Story
4. Action
5. Follow Up

Decide how many pages your product (special report, e-book, e-course etc) should be and set a goal to complete the number of pages in so many days.

Suppose you decide to complete a 12 page report in 3 days.

Divide your content into points or chapters. Suppose you have a total of 24 points or 3 chapters.

Your task would be to complete 4 pages, 8 points or 1 chapter each day.

By breaking your content down into chunk sizes, you will eliminate overwhelm and be more likely to complete the writing.

## For An Audio or Video Product –

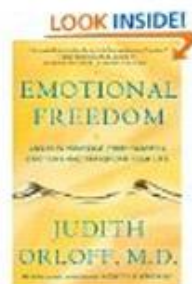
Work on your content in much the same way as above. Use point form to remind you of all you wish to cover in your recording.

**For interviews**, research your interviewee, their work and their programs noting how their expertise will be of benefit to your listeners. If they are an author or have a particular education program, make sure to check the Table of Contents of their work.

You now have your questions!

### Tip:

*Did you know that you can look inside books that are listed on Amazon.com?*



Let's say you've set up an interview with Judith Orloff, M.D., author of "Emotional Freedom: Liberate Yourself From Negative Emotions And Enjoy Your Life". Wouldn't she love to promote her book, or speak on topics she is very familiar with?

Going to Amazon, you look inside this book and note the Table Of Contents.

CONTENTS	
Introduction. Emotional Freedom: The Secret to Serenity • 1	
<i>Part One</i>	
TAPPING THE POWER OF EMOTIONAL FREEDOM	
∞	
1. The Path to Emotional Freedom: Beginning to Learn to Love • 13	
2. Four Practical Secrets to Empowering Your Emotional Life • 33	
3. Dreams and Sleep: Accessing Revolutionary States of Consciousness • 60	
4. From Intellectuals to Empaths: What Is Your Emotional Type? • 99	
5. Combating Emotional Vampires: How to Understand and Protect Your Sensitivity • 119	

Using the Table Of Contents, devise your questions from what you see.

Part One:2 is titled "Four Practical Secrets to Empowering Your Emotional Life".

A great question could be "Would you be able to share with our listeners some secrets that would help them empower their emotional life?"

Or taken from Part One:4 "From Intellectuals to Empaths: What Is Your Emotional Type?"

You could ask something like "How does one determine their emotional type?"

**For Teleseminars and Webinars**, we will cover in more detail on page 86. Decide how long your call will be, (usually 55 minutes) and prepare no more than three key points of content. You want to avoid overwhelming your listeners and instead provide great information on three key points.

Again, styled on the 4Mat System, include Why, What, How and What If for each key point. You may decide to use just one example, metaphor, personal experience or story to emphasise a point or have three shorter ones for each key point.

These virtual events are usually conducted to provide a sample and incentive to lead your listeners towards taking action of some kind, e.g. attend a live event, purchase a product, program or service. Therefore it is important to 'dangle the carrot'. In other words, don't try to be too thorough – you need to leave them wanting more.

As you plan your virtual event, consider –

1. What is your event going to be about?
2. What 3 key learning points will be covered?
3. What action do you want your listeners to take?

## For Presentation or Public Speaking

Again, work on your content in much the same way as above to accumulate all your thoughts, ideas and points you feel are relevant to your topic.

Using the effective 4-MAT system discussed earlier as a template for your presentation outline you will be able to easily and quickly structure your communication in a way that

satisfies the information and learning needs of every member of the audience and increase interest immediately.

Set up columns either going down your board, or horizontally across, grouping your notes into the Why, What, How and What If categories.

Remember also, should your presentation be longer and include a number of different points, arrange your information for each point in the same 4 mat system.

## How Do I Write My Content?

I say writing, because regardless of the format you have chosen for your info product, you will generally need to have it written.

Even if you are creating an audio, outlining a teleseminar series, or preparing a public presentation, you will still need a script to follow.

The easiest and most effective method for writing is to:

- break your content down into bite-sized chunks
- it isn't necessary to start at the beginning - pick any chapter heading and just start writing
- write as if you are speaking to a friend, using a friendly, non-jargon style that will relate to your clients, injecting your own personality into your writing
- use headings, sub headings, short sentences, short paragraphs, bullet lists, text boxes, and use some bold and italics to make it easier, clear to follow and emphasize important key points.
- Be clear and precise – avoid filling your work with 'fluff' to make it bigger. (People are too busy and just want the facts)

**It is your content that people are going to buy so don't be concerned with trying to write like a university teacher.**

Okay, it's time to begin writing.

- Write between 2 and 4 paragraphs for each point you have identified in your outline
- Be thorough and clear with your explanations
- Include as many tips as possible throughout
- Include examples and case studies to illustrate your points

If your product is a special report, this may be sufficient information. However, if you are planning an e-course or e-book, break each point into sub-points, or each chapter heading into sub-headings and flesh out your content with more information.

**It's not imperative that your grammar is correct, as your readers are more interested in the information, but write in a way that is easy and enjoyable to read. It's a good idea to use spell check.**

When you are so involved with the content, often what you take for granted may not appear clear to others, so it is wise that you have someone else proof read your material.

In addition to the main content, you need to include the following in your product.