

Content Pillar: Formatting Your High-Value Information Product



When you're creating an information product, you have two key objectives: 1) To deliver a product that gets your customer the result they want, and 2) To deliver a product that compels your customer to come back and buy MORE from you. To do this, you must start with your customer's needs, then use specific psychologically-based formulas to organize your knowledge and techniques.

Communicate With 3 Different Brains

Physical: What to do in the physical world
Emotional: Using emotion to motivate and activate
Logical: Theory and conceptual understanding
Art: The "theater" of your communication
Science: What experiments and data have shown
Psychology: Interaction of unconscious, DNA, etc. affect us

Communicate With 4 Learning Styles

WHY: The reason, result, outcome that inspires or frightens
WHAT: The overview of your concepts and content
HOW: The step-by-step process and actions to take to get a result
WHAT IF: Exercises and specific steps to take action