

Online Marketing Tips with Connie Ragen Green Study Guide for December, 2016

Creating Your "Product Line" – Marketing Tips That Make Sense

Becoming an online entrepreneur is an amazing opportunity, and you must have a Plan to get from where you are right now to closer to where you would like to be. For today, let's discuss what it means to create a "product line" instead of just individual information products. I've done this successfully over the past twelve months and you can, too.

So, How Do You Achieve This?

1. Make a detailed list of the topics you teach others. Take the time to include everything you can think of, even if you have yet to teach it to others.
2. Choose your overall topic and begin outlining a Signature training course on this. The idea here is to become known for being an expert and authority in your niche.
3. Now make a list of everything within your Signature course that could be turned into a "stand alone" training.
4. Start teaching where you are most comfortable, even if it's not in your overall area of knowledge, experience, and expertise.
5. Begin with a regular (weekly, bi-weekly) free teleseminar series and create a unique Study Guide to share with listeners each time.

Go through your blog posts to see which topics you wrote about and which posts received the most comments and social shares. Those topics are most likely the ones that are resonating with your audience and readers.

Read through the emails you've been sending to your list to discover which topics generated the most replies from your list.

Outline a course you could teach during the next thirty days. Keep it simple!

Use my strategies to create your own product line during 2017.

RESOURCES

The Online Marketing Incubator Mentoring Program:

<http://TheOnlineMarketingIncubator.com>

All of My Books on Various Aspects of Entrepreneurship:

<http://ConnieRagenGreenBooks.com>

Instant Teleseminar Audio and Slide Recording Service:

<http://TeleseminarStrategies.com>

Deep Work: Rules for Focused Success in a Distracted World by Cal Newport:

<http://ConnieLoves.me/DeepWork>

Designing Your Life: How to Build a Well-Lived, Joyful Life by Bill Burnett and Dave Evans:

<http://ConnieLoves.me/DesigningYourLife>

The Inner Game of Internet Marketing by Connie Ragen Green and Geoff Hoff

<http://ConnieLoves.me/IGIM>

Put your heart, mind, and soul into even your smallest acts. This is the secret of success.

~ Swami Sivananda - 1887-1963, Author

Scientia est potentia (Knowledge is power)

Implementing this knowledge is forever!

To Your Massive Online Success,

Connie Ragen Green

I'd love to have you in my Signature training course, [The Internet Marketing Six Pack](#). Email me for a special discount coupon to make the investment more affordable for you.



The Internet Marketing
SIX PACK

