

Designing Your Hero Product™

#EPIC #ENGAGING #EASY



Deliver • Unpack IP

The Hero Product™



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Your Triangle Model™



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The Planet Builder™

Now	Remember	Actions	Next	Frustrations	Wants	Mistakes	Why
	<div></div>						
How	Worksheet			Big idea/metaphor			What
	<div></div>			Model			



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Generate Satellites™

FAQ

Principles and Insights

Anecdote

Deep Dive

Application and Adaptation

Case Study

Live Performance Commentary

Next Steps



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With thanks to Josh McKiterick

The FAQ Video™

1. The Question

In this video, I am going to answer the question ...

2. The Short Answer

- Yes
- No
- It's up to you
- The answer depends on ...

3. The Reasoning or Revelation

The reason is simple ...

OR

Be aware that ...

OR

I think about it like this ...

4. Example or Case Study

Imagine that ...

5. Considerations

What you need to take into consideration is ...

6. Recap

In summary,



The Worksheet Builder™

What's the result?

Steps

1

2

3

4

5

6

7

8

9



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The Worksheet Title™

Question



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The Worksheet Title™

[illegible]

The Worksheet Title™

[illegible]

The Worksheet Title™

Question

The Worksheet Title™

Question



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The Worksheet Title™

[illegible]

The Worksheet Title™

Question



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Launching Your Hero Product™

We've launched a new program called "Clients", and it's gone ridiculously well. In this session, we'll share the really simple process that's making it work, formulating the big idea, and the best way to sell it? I'll show you how to craft a compelling overview, how to upgrade your Sell By Chat to get people enrolled, and an upgraded explainer PDF that's ridiculously good. Plus, we'll look at the email and social posts and videos that'll help you sell your programs.

[Watch the video](#)



Delivering Your Hero Product™

Professional director, good friend, and my personal studio consultant Mo Macrae will be showing us how to boost our camera confidence, how to show up on camera in a way that's super engaging, incredibly powerful, that moves people forwards. You'll be blown away by the level of delivery, professionalism, and performance, that your videos take on with just a little bit of Mo's help.

[Friday, 22 January, 8:00am ADST](#)



Next ...

Name

Date

Takeaways

Actions

Communications

Your Next Steps:

- ☐ Sketch Your Triangle Model
- ☐ Email and post your Hand-Raiser
- ☐ Shoot your Walk-Through video
- ☐ Draft your Details PDF



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