

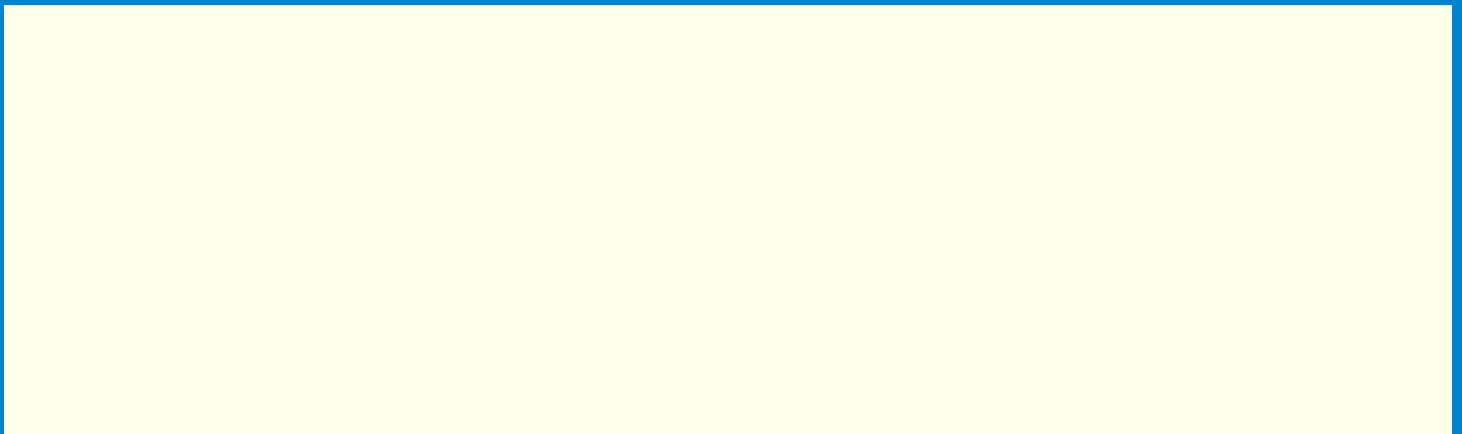
**THE 4 THINGS YOU NEED TO DO
TO CREATE A
DIGITAL PRODUCT
*THAT SELLS!***

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**USE THIS GUIDE AS YOU WATCH
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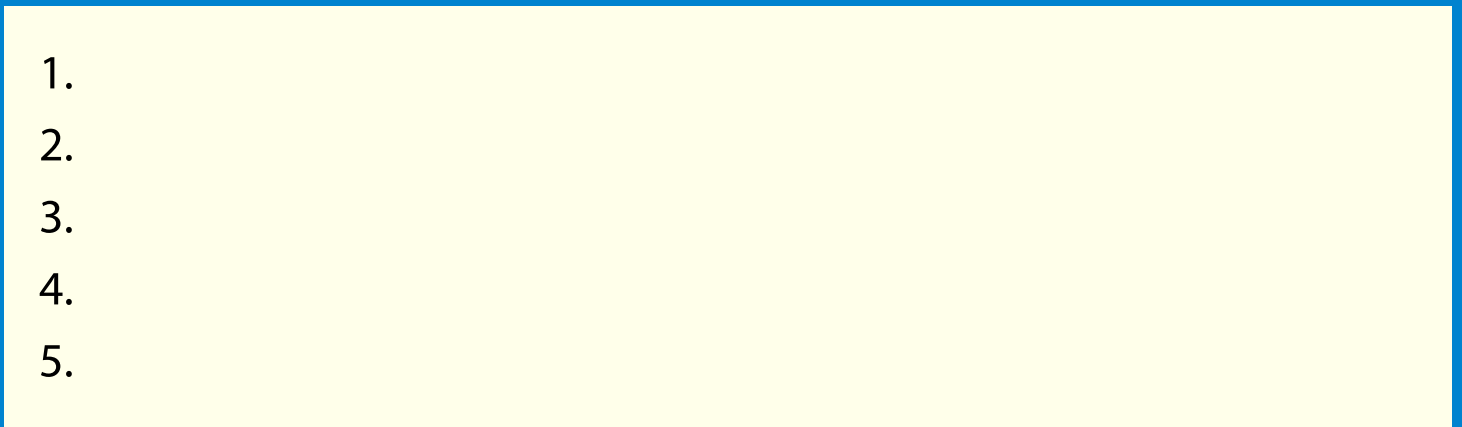
Your Audience HAS to be passionate about the industry product or service will exist in.

Name a few of the places your audience travels to so they can gather and discuss this topic?



Name a few specific groups, clubs, organizations, meet-ups, or memberships that these people will join talk about and/or learn more?

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



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**Your Audience Must Have Money To Buy
Your Product**

Can you identify 3-4 competing products on Amazon that your audience is currently buying? What the price points of those products?

- 1.
- 2.
- 3.
- 4.

Your Market Must Be Easy To Market To.

Are there Facebook Groups members of your audience are currently in or would join? If so, list the URL's below.

- 1.
- 2.
- 3.
- 4.

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If your audience is on Instagram, can you find Instagram profiles that your audience is currently or would consider following? List at least 10 profiles below.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Can you identify YouTube videos your audience would watch? List 10 of the URL's below.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.