



## Information Product Planning Checklist

After you've done your initial topic research, it's time to make a plan for your information product. Here are a number of things to consider as you are putting your information product together.

### **Table of Contents / Sub-Topics to Cover:**

Before you start writing, recording audio or taking any video recordings, decide on the specific topics your information product is going to cover. To make this decision:

- Look at what information is included in other similar products.
- Think about your target market and what their biggest struggles are. How can your product address that?
- Survey your readers and customers on what they would like covered.

Make a list of your sub-topics, their logical order and decide what type media will be used to cover each of those sub-topics.

### **Media Options:**

You have plenty of options when it comes to the types of media you can use in your product. Having a variety of media formats has a number of benefits including:

- **Increase perceived value of your product.** Instead of just getting a PDF document, your reader gets a variety of information in different formats, so they naturally feel it's more valuable.
- **The ability to cater to people's different learning preferences and disabilities.** While some people may like reading, if you can provide the same information via audio recording, you can capture those customers who want to take your information product and listen in their car, while working out, etc.
- **Some subjects are easier to teach in writing.** While others are easier to teach with videos or screenshots, for example. You can choose the appropriate media

for each part of your product OR you can offer each part in a variety of media formats. You've got plenty of flexibility.

### **Some Options:**

- Online content (HTML)
- PDF documents with text
- PDF documents with screenshots/photographs
- Live action videos
- Screen capture videos
- Slide presentation videos
- Audios
- Transcripts
- Email Contents
- Photographs
- Illustrations
- Charts
- Tables
- Flowcharts
- Mind Maps
- iPhone and other mobile apps

### **□ Extra Tool Ideas:**

In addition to straight content, consider including useful tools for your customers. Think about the subjects you are covering and how a tool could help your reader actually apply that information and get results from your product.

### **Some Tool Ideas:**

- Worksheets
- Fill-in-the-blanks
- Spreadsheets
- Checklists
- Software
- Patterns
- Resource lists
- Glossaries
- Quizzes
- Diary/Journals
- Editable Charts, Tables, Flowcharts and Mind Maps

## □ **Download Set Up:**

To help your readers use your product, plan how you will have your customers access their product.

### **A Few Options:**

- **Single document download:** If your product is just one file, you might give your readers a link to download it.
- **Contents in a zip folder:** If you have multiple files, you might want to put it in a zip folder. If you choose this option, make sure you include an instructions document, so your customer knows how to use the product.
- **A download area:** An advantageous way to deliver your product is to give your readers access to a download area. This can be an HTML page where you welcome your customer and give them instructions on how to use the product. This method has the advantage of creating a more personal experience, instructions are very clear and your download area is the perfect place to promote back end products.