



3 Things to Consider Before You Build Your **DIGITAL PRODUCT**

01

Understand your program's **NICHE**.

Before you go create your program it's really essential that you understand what you are creating. Who is it for and what problem is it solving. Knowing where you and your program fit in the market makes it much easier to find the right people who are going to need to purchase your program.

You might be asking what exactly is a niche? According to *dictionary.com* here is the definition:

niche *noun*

\ nēsh or nish \

1. A niche is a place or position that's particularly appropriate for someone or something, especially due to being very specific and different from others.
2. Niche often refers to a position or interest that allows someone or something to thrive in a particular environment.

Essentially, it's the small part of the market you are going to dominate. You don't really need to dominate the whole world or whole internet to build a successful business with a digital program. If you have a few hundred great clients per year you can have a nicely profitable program.

Beyond making money from your program here are some other benefits of really knowing your program and what the niche of the program is.

- It's easier to find your ideal avatar (*which, we'll talk about a little later in this report*)
- Your costs will be less to build your sales funnels and ad campaigns because the targeting is more precise. The more you know about your avatar the less it costs to reach them.
- You and your team will be able to better understand the buying needs of your audience, which will increase conversion rates. Ultimately helping your program join faster.
- You will avoid having non-ideal clients in your program, ultimately causing you less frustration.
- The people who join your program will have very similar problems, so if you are running any kind of mastermind it's simpler to plan training for them.

Great, now that you know you need a niche for your program let's talk about how you identify that niche. You might be asking what a niche is.

WE LIKE TO THINK OF 2 WAYS YOU CAN NICHE.



A. Topic Specific



B. Avatar Specific

If you are going to focus on a topic you can start to think of your audience as just about anyone with that problem. Here are some interesting examples.

- How to get mobility in your hips
- How to do a handstand
- How to get your baby to sleep
- Potty training
- How to lose weight in 90 days
- How to hire personal assistants
- How to buy Facebook ads

Of course, you'll still need to know your Avatar but you know that you are solving one problem for your Avatar. This works especially well when your program is a how-to program.

A. NICHE ON THE TOPIC - BE SPECIFIC

Examples:

- How to get mobility in your hips
- How to do a handstand
- How to get your baby to sleep
- Potty training

B. NICHE ON THE AVATAR

- Coaching business but instead of coaching everyone you focus on women who have a specific need
- Coaching business but to a specific size of business they are running
- Health coaching but just for busy Moms who want to get control of their food (everyone should eat healthy but if you are building a product just for a specific person you can create a stellar product for a small market)
- Women in Menopause who are having really challenging symptoms and need help managing the life change
- Teaching coaches only how to build their online business
- Teaching stores who have a store on Shopify how to get traffic to generate sales
- You can build a successful business with one of these
- You can also build with a combination
- How to build a business if you're a plumber

TITLE

Coaching Business	Coaching for women who want to have an online business
Coaching Business	Coaching business for people making under 100k gross revenue in their business
Teaching Ecommerce Stores	Who have a store on Shopify and want to get traffic to generate sales
Life Coaching	Coaching for women going through menopause and need help managing the life change
Health Coaching Business	Coaching for busy moms who want to get control of their relationship with food while maintaining their busy schedules

02

Know your Avatar **INSIDE-OUT**

***Disclaimer:** I'm going to make some generalizations below

This is building on the above point. But it's more about really getting to know the person who is going to use your program.

A. Who is going to buy it

- What are their pains
- What are they already spending money on
- What are their alternatives to your program
 - For example, hire a consultant, buy a different program
- What is their day to day like?
- What do they lose sleep over?
- What could this cost them if they don't do your program?
- How busy are they
- How immediate is the need right now
 - Painkiller not vitamin

B. Who is going to consume it?

- Sometimes it's not the same person
- Sometimes you need to think about how to make it engaging for the consumer

- C. What will be going on when they consume it - do they have a busy home life or will they be able to just set time aside to learn? Will they be driving and need audio-only files? If there are real-life parts to your program like a coaching call, what time zone is that in?**
- D. How much free time do they have to learn?**
- Single, working, Busy Mom has much different time availability than a stay at home Mom whose kids are just moving out of the house
 - A newly retired professional has a much different free time calendar than someone who has 3 small kids at home and is supporting a family in the early days.
- E. Are you getting my drift yet? You need to know your Avatar**
- [Link to the Avatar worksheet download \(free\)](#)

03

Design the before and after **TRANSFORMATION**

- Inspired by basic marketing, sell the after picture, the dream, sell the sizzle
- Weightloss is the easiest way to think of this.
 - **Here are some other examples**
 - Say you have a course on how to dress fashionably. Your before buyer would be frumpy, mismatched in their appearance. Not confident.
 - Investing course, they would feel stressed and not know what all those little green and red tickets are (or where Wall Street is). After they would be confidently checking the dashboard where they can make trades with confidence.
 - Business coaching program
 - Before
 - After

A. Why does this matter

- When you are creating you and your team become hyper focused on the RESULT you are creating with your program or product
- You stay locked into the value you are creating
- You stay really dialed into what you need in your program and what is just extra and non-valuable

- B. How you can figure this out is to draw a line down a piece of paper and write before and after on it**

In conclusion

Here are the 3 things

A. Your Niche

B. Your Avatar

C. Your Before & After Transformation

- The benefits are
- Your next steps are to fill out some



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