

Module 18, Lesson 1 Handout:

Creating Your Product Portfolio

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We covered your signature program and why it's so important to your business. And for many, that may be the only product ever offered. But we'd like to help you formulate the winning product portfolio for your business so you have something to offer anyone who may not be ready - now or ever - to purchase your signature offering. Let's revisit the types of customers you will have in your funnel:

- **Low interest, low fit** – They aren't super interested in what you are selling, and they most likely won't ever buy. Examples could be a friend of a friend who heard about you and was curious about you, or someone who entered a giveaway and is really only interested in winning a prize.
 - **Products for them:** all products for them should be extremely low cost, since they are unlikely to spend much of anything, especially if it is deemed expensive to them: extremely low cost general ebook; extremely low cost general recipe guide; a highly discounted group workout; a low cost generic kitchen gadget; affiliate links...
- **High interest, low fit** – They are actively searching for a solution to a problem they have, but they most likely won't find the solution with you. For example, they want to lose weight and like your philosophy, but they feel they are the wrong age for your target audience.
 - **Products for them:** They really want what you have, but they feel you may not be the right person to buy from. Keep the cost down, and maybe have a couple versions that indeed speak to your peripheral customer avatars: a low cost 10-day plan for prenatal women; a low cost 30-day walking plan; a mid-priced course with transparent ages (the 20s Diet; the 30s Diet; the 40s Diet...)
- **Low interest, high fit** – They are the exact target you seek and check many boxes, but they aren't really searching for a solution or don't feel they really have a problem in the first place. However, down the road, they may end up buying from you so don't lose hope!
 - **Products for them:** they may not buy today, but if you keep at it, they will eventually be ready to become a customer, and you want to have the product for them. They most likely will be ready and willing to spend on one of your mid-priced

or more expensive products, so while it might not be your signature product (or it might be!), you can still have a robust offering for this group ready to go: A video series, a very comprehensive guide; private training packages; a retreat...

- **High interest, high fit** – These are your people. They are looking for someone to help them and you fit the bill. These leads should be your highest priority!
 - This is where you will generate the most revenue, so not only would your signature program go here, but you should also have something ready for those that already purchased your signature program: A long-term membership; a live event; a retreat; a next-level program...

High interest, low fit	High interest, high fit
Low interest, low fit	Low interest, high fit

So, let's create your product portfolio! Think of a few products in each price category, and describe who the target customer is for each. One strategy could be to have one product from each price range to cover all your bases and allow you to upsell customers and downsell those that aren't ready to commit to what they really want, but it will differ for everyone depending on your product or service.

Price Range	Product	Target Customer
\$		

\$\$		
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Another strategy could be to build upsells and downsells from your signature product.

Price Range	Product	Target Customer
\$		
\$\$	Signature Product	
\$\$\$		

Another strategy could be to take one product and tweak it for length. For example, you have a 1-month plan, and you create a less expensive 7-day version of it and a more expensive 12-week plan from it.

The options are endless - think through what makes the most sense for your business, and go!