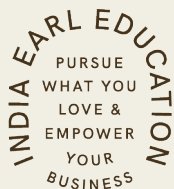


WHAT'S YOUR PRODUCT?

PASSIVE INCOME COURSE

This is where you really want to get specific and hone in on what your special sauce is. What sets you apart? What comes naturally? These are the things that will launch you forward in creating online products and giving yourself a starting point to expand from.

Don't just scan over these questions and ponder them, set aside 20 minutes and write everything out on paper. Use the last page for extra thoughts and ideas that come to you while going through the prompt exercises. Come back to these exercises anytime you're needing a brainstorming session!



What's your product?

THE
PASSIVE
INCOME
COURSE

What hurdles have you and your business overcome?

How have those lessons gotten you to where you are now?

Where has the majority of the most important lessons you've learned come from?

EXPERIENCE, MENTORING, RESEARCH, ETC

Are there things that come easy to you that don't to other people? List them out.

WHY DO THESE THINGS COME NATURALLY? OR IF YOU HAD TO WORK HARD TO MAKE THEM COME EASILY, WHAT DID YOU DO TO GET THERE?

What online products have you bought in the past? What lead you to buy them? What were the 3 main selling points for you?

Notes

How can you apply this information to add value to your product?