



Sharyn Sheldon

How I Create Training and InfoProducts that Get RESULTS

What is an InfoProduct?

Results!

And if your customer don't get
RESULTS.....

You'll never see
them again!

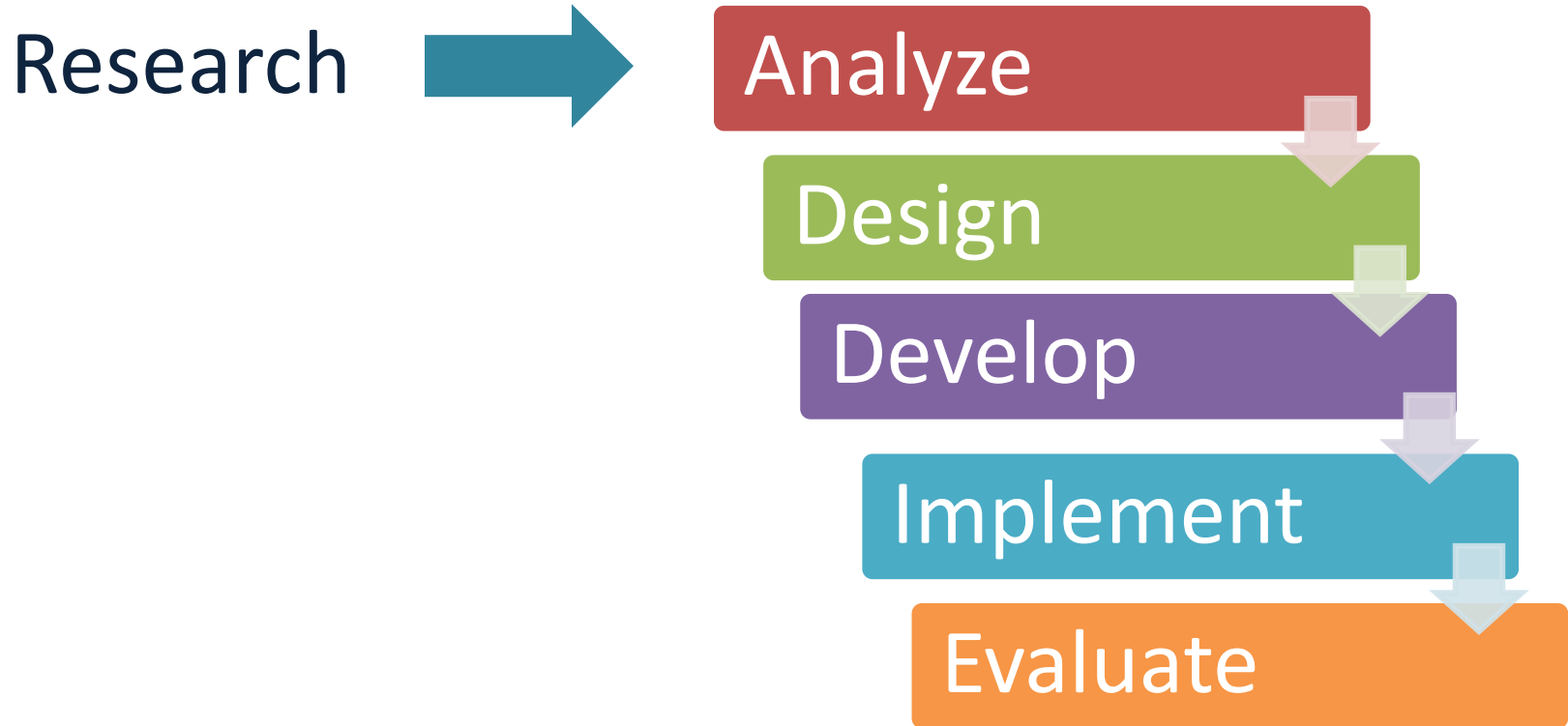
Here's what I do....

- Follow a few core principles
- Stick to a proven process
- Use a few 'secret' hacks to speed things up

Core Principles

1. Know your target audience
2. Be wary of assumptions
3. Design with results in mind
4. Break things down to bite-size
5. Don't be the only set of eyes

My Design Process



Research

- Hot topics
- What's already out there
- What's done well in the past
- What people are asking for
- Latest research and articles on chosen topic

Analyze

Select topic - who, why, benefits, results



Analyze

Select topic - who, why, benefits, results

Design

Learning objectives, activities, details



Analyze

Select topic - who, why, benefits, results

Design

Learning objectives, activities, details

Develop

Write, create, format every part



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Implement

Publish, deliver, promote

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Select topic - who, why, benefits, results

Design

Learning objectives, activities, details

Develop

Write, create, format every part

Implement

Publish, deliver, promote

Evaluate

Measure results, feedback,
changes needed

My Secrets for Rapid Design

- **Process**

My Secrets for Rapid Design

- Process
- **Templates**

My Secrets for Rapid Design

- Process
- Templates
- **Outsourcing**

My Secrets for Rapid Design

- Process
- Templates
- Outsourcing
- **Customer feedback**

My Secrets for Rapid Design

- Process
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- Customer feedback
- **Evernote**

- Process
- Templates
- Outsourcing
- Customer feedback
- Evernote!
- **Freemind!**



Remember!

- People aren't giving you money because they're being charitable
- Focus on giving people the skills and tools they need to get results

.....and you'll have loyal customers for life