
Products

"Better to be a first-rate original than a second-rate imitation."

- Paul Argenti, *The Fast Forward MBA*

"Fearlessness in presenting one's self and one's ideas to the world is a prerequisite to becoming a leader."

- Arriana Huffington, *On Becoming Fearless*

"You cannot improve quality unless you can measure it"

- Greg Brue, *Six Sigma for Managers*

"Our goal isn't to create a business that is as large as possible, but rather a business that bothers us as little as possible. The architecture has to place us out of the information flow instead of putting us at the top of it."

- Timothy Ferris, *The 4-Hour Workweek*

"In the end, all business operations can be reduced to three words: people, product, and profits. Unless you've got a good team, you can't do much with the other two."

- Lee Iacocca



Products Checklist Items

- ✓ Research the different options discussed for email marketing, and choose which one is right for you.
- ✓ Build an opt in box and/ or a lightbox to get new people to start signing up, and build your list now, rather than later.
- ✓ Research your market to see what products are currently on the market and find out which product style would benefit your market.
- ✓ Build a “giveaway” product – something free that you can give to people for signing up for your list.
- ✓ Find other products you believe in and might like to offer on your site. See what paid products are out there in your niche. Experiment by purchasing some of them and get a feel for any gaps in the market.
- ✓ Take the time now to consider future revenue streams. How can you create multiple opportunities for your niche to benefit from a variety of services? Brainstorm ideas of how you can best help your audience attain their goals.

