

Fast Track Guide: Creating Your Hot-Selling Products Checklist

This checklist will help walk you through product creation, from deciding who you want to sell to and what to sell, to creating a product listing on Gumroad so you can start selling your product online quickly and easily.

There are 4 key steps to creating a product and starting to sell it online:

NICHE RESEARCH

The niche I've chosen:

- ☐ Is interesting
- ☐ Is something I'm passionate & knowledgeable about
- ☐ Is profitable
- ☐ Is evergreen (it has year-round interest)
- ☐ Has hungry customers

I've searched the following to determine customer pain points:

- ☐ Discussion boards
- ☐ Forums
- ☐ Social media
- ☐ Blog comments
- ☐ Other _____

I've checked the following to see what niche-related products people are buying.

- ☐ Clickbank
- ☐ JVzoo.com
- ☐ Cj.com
- ☐ LinkShare
- ☐ Amazon

I've checked the following on Amazon:

- ☐ Best sellers list
- ☐ The search results for your niche
- ☐ Reviews of top products

I have researched my competitors and know:

- ☐ Who are the top results at Google, Yahoo! and Bing
- ☐ Who are the top ads at these sites?
- ☐ Visit their sites to see what they are doing, and what you can do better
- ☐ Check out price points to keep yourself in line with the market

PRODUCT CREATION

The format(s) I plan to create are:

- ☐ Ebooks
- ☐ Ecourses with audio/video
- ☐ Digital courses online for home study
- ☐ Music downloads, such as MP3 files
- ☐ Videos, such as instructional videos

I have found reliable people to outsource the work to including (optional):

- ☐ Content creation
- ☐ Audio creation
- ☐ Video creation
- ☐ Graphic designer
- ☐ Copywriter
- ☐ Customer Support

USING GUMROAD

I'm planning to use Gumroad as a storefront. I have:

- ☐ Set up my account
- ☐ Chosen my shop style theme
- ☐ Set up my product
- ☐ Added custom images
- ☐ Created a special offer (optional)
- ☐ Generated a license key (if applicable)
- ☐ Tested the sales process

Resources:

1. [BlueHost](#): hosting your domain, professional email and WordPress blog.
2. [Aweber autoresponder](#): for your professional autoresponder.
3. [The Conversion Pros](#): for all of your professional marketing tools
4. [My Best Lead Sources](#): These are all proven to work to build your list and make sales (if you are good to them of course.)
5. [Resell Rights Weekly](#) is a great source for PLR material from which you can create your own products. Highly recommended source!