



# GETTING STARTED – BONUS TRAINING

*Product Creation*



Created by  
**LISA & ERIC PEZIK**

# Over the Shoulder!

It's time to get in the mind of your audience for your first free educational gift and product creation.

Multi-purposing content saves time and energy and begins to give you the authority in your market.

1. What is your audience's biggest worry? What keeps them up at night? \_\_\_\_\_

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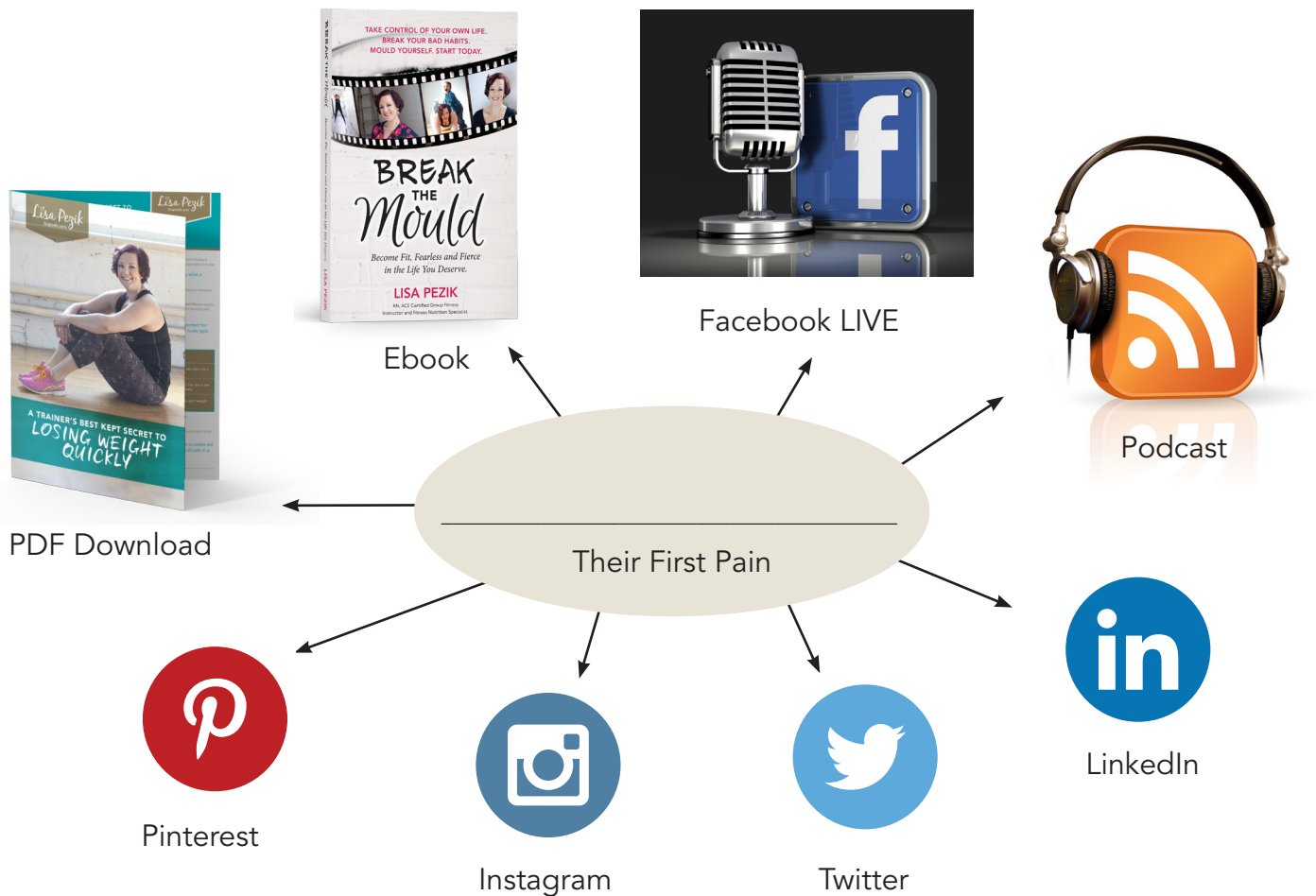
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2. What is the solution they'd pay anything for? \_\_\_\_\_

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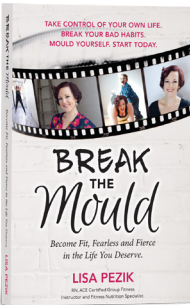
# OVER THE SHOULDER TRAINING



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What are the three steps to solving their main problem?

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_



Ebook

## Fill in the E-book Outline:

What's the promise? What will they achieve at the end of reading this or when they take the action you tell them to take? \_\_\_\_\_

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What's a testimonial or result you had? \_\_\_\_\_

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What common problems must they overcome? \_\_\_\_\_

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Why are you qualified to speak on this? \_\_\_\_\_

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What myths must you dispel? \_\_\_\_\_

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# OVER THE SHOULDER TRAINING

What are the tips to success they should take? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What is the first thing they should do? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Now write your E-book from this outline.



Facebook LIVE  
Outline

Opening: Why should they listen. What's the purpose of this live? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What are the goals? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What are the how to steps? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What are the right and wrong steps? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## OVER THE SHOULDER TRAINING



Pinterest

What are Pinterest and Instagram pics you can post?

What will you say about them? \_\_\_\_\_

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Instagram



Twitter

What is a twitter statement you can post? \_\_\_\_\_

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Twitter

What can you update your LinkedIn profile to say? \_\_\_\_\_

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Update your social media with education based marketing  
and your specialities

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