

Millionaire **INSIDERS**



Real Millionaires - Real Action

with Jaime Tardy, The Eventual Millionaire

Ray Higdon shares his tips on how to take your blog to great heights.



Millionaire Interview

with Ray Higdon

□ CREATE A FOLLOWING

Before diving in to world of product creation you need to build up a loyal following. Ray points out that this is key. To do this you need to be putting out valuable content that your followers will come to trust. Ray cautions that this step may take some time. Once you get a loyal following that trusts and believes you then they will want to buy from you when you develop a product.

Easier said than done of course, but the first step to profitable blogging is to start a blog if you don't have one! Check out Michael Hyatt (another EM interviewee) on how to build a blog in 20 minutes. [Click here for the full interview.](#)

TAKE ACTION NOW:

Start a blog and start offering valuable and insightful information to your blogging audience so they will grow to trust and believe in you.

□ SET YOURSELF A DEADLINE

The main point is simple. Offer something to sell that solves a problem in your target market. If you already have a blog but don't have some sort of offer, create one today! You probably are aware you should do this, but you don't put it as a priority right now. If not now, then when. When it comes to choosing priorities the long term revenue priority should win!

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TAKE ACTION NOW:

Go into your calendar right now. Pick a date when your product will be completed by. (or your blog will be up by if you don't have one yet!) Give yourself a few weeks at the most. Listen to this full interview with EM interviewee Ryan Lee on step by step how to create a product.

[Click here for the full interview.](#)

Schedule in a day to ask your target market what they want, a few days to go over the results and outline a product. Then give yourself only a week or so to get it done!

□ FEEDBACK FROM TARGET MARKET: IDENTIFY A NEED

Know your audience. The better you know your audience the more in touch you will be to what their needs are. Identifying what it is your audience wants and needs is your first step to developing products. If you are not sure what they really want than a survey may be a good idea.

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TAKE ACTION NOW:

Write down three needs that you know your audience would like to have filled. If you don't know, identify your market and ask them! You can create a survey on google docs or surveymonkey.com to get an idea of what they are needing right now.

Top 3 Most Common Problems:

1. _____
2. _____
3. _____

□ PRODUCT IDEA BRAINSTORM: CREATE PRODUCTS OF VALUE

Once you know what it is they want you can tailor a product to fit that need. Make sure these products are of great value. You may initially sell a lot of a second rate product but your credibility will take a hit and you will lose loyal members of your audience and future sales. Always keep your eye on the prize. In our case Ray points out that the prize is residual sales.

Ray points out that if you have a loyal following they really want to buy from you. All you need to do is offer them the products they are asking for. Ray actually sometimes likes to bring his audience in on the development of a product. He will offer them inside information and webinars at a discounted price as he develops his products so he can receive input about the product during development and further tailor it to his audience's needs. Ray points out that the point to providing products is not to push products and just make money the point is about providing value.

TAKE ACTION NOW:

Create an action based outline of product you wish to sell and get started. You can pull out information from the survey on what the most important topics are and create a product based on pieces of those.

TAKE ACTION NOW:

Start thinking about the best medium and delivery method for this problem. It could be a book, a webinar, a live course, a video course or something else. Figure out the best way to solve the problem for your target market. (This might be a mess of ideas at this point, and that's ok!)

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PRODUCT OUTLINE:

This is a simple way to think about presenting your product. Feel free to change it, but this will give you a start!

Introduction: _____

Main point: _____
Sub point: _____
Sub point: _____
Sub point: _____

Main point: _____
Sub point: _____
Sub point: _____
Sub point: _____

Main point: _____
Sub point: _____
Sub point: _____
Sub point: _____

Summary: _____
