

# PRODUCT PLANNER

Whether you want to create a product to give away to your list for free or something to sell in your store, you need to make certain it is a fit. After all, you do not want to spend hours and hours building something that nobody wants.

Use the Product Planner Lite (full version is part of a paid course) to get started with the ideas and concepts for products you can make to build your list and your profits.

## SITE CONTENT

### Top Traffic Posts in Google

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

*Tracie Fobes*

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## PLANNING

### Brainstorm

Now that you know which posts your readers love the most, start brainstorming what you can give to them to help them beyond the post.

It could be a planner, checklist, shopping list, template, inspirational print - anything at all. Don't write off any ideas!

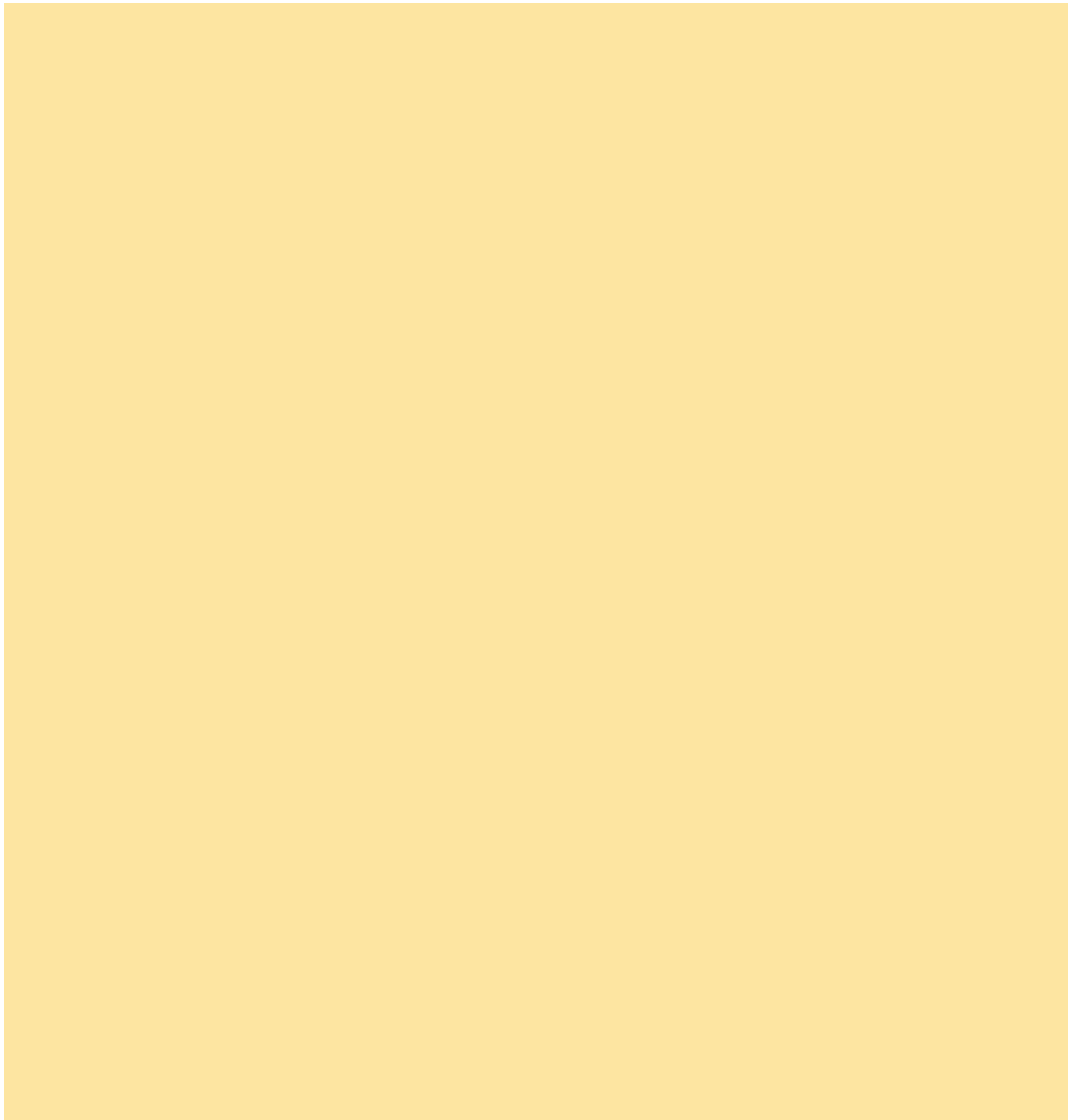


*Tracie Fobes*

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## Ask your readers

Pop into your Facebook group or page to ask them what they need. You may want to send a survey to your list instead to come up with what it is they want!

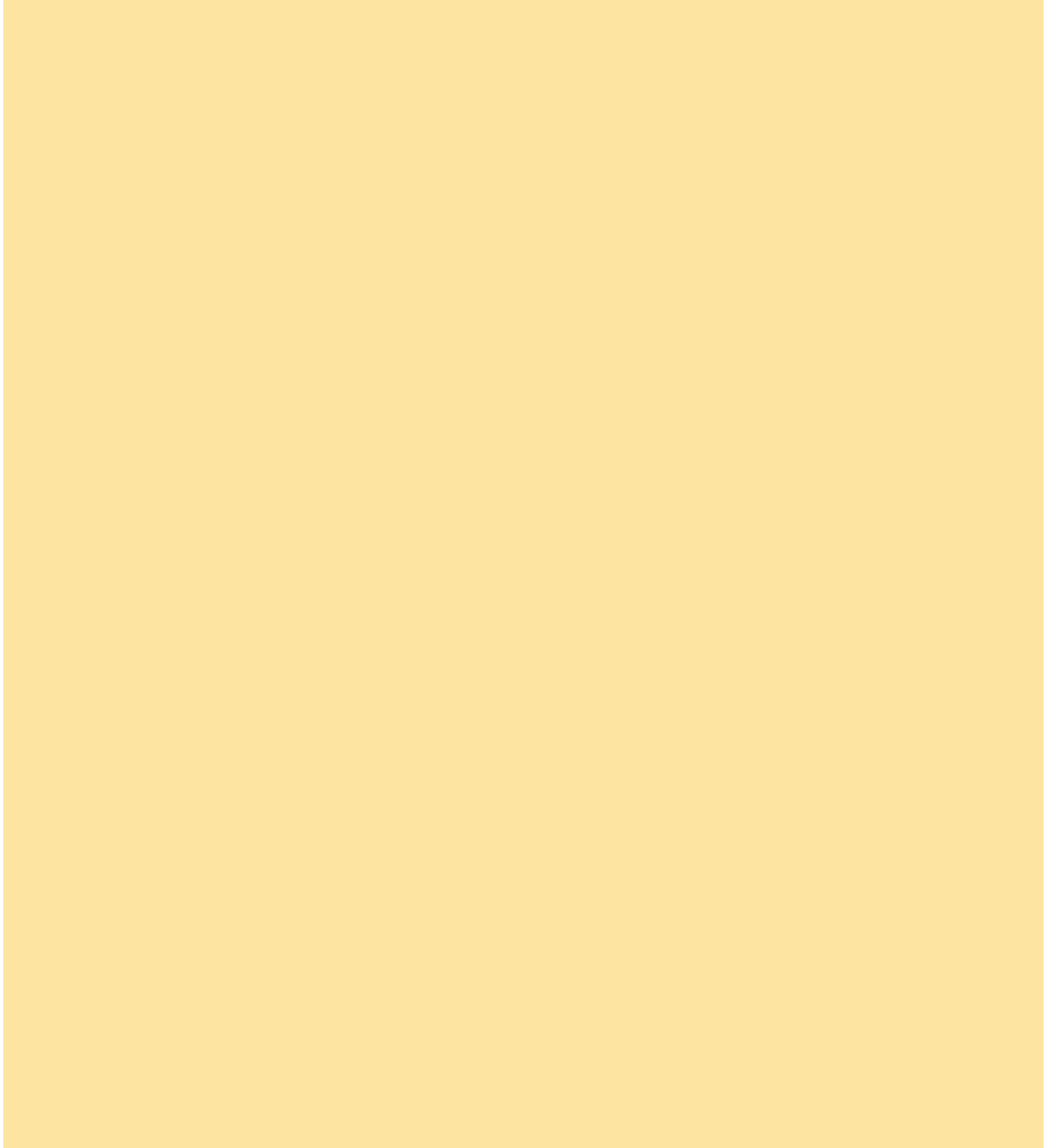


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## Search Pinterest

Which printables do you think your reader may search for?



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## SEMI-FINALISTS

### TOP FIVE

The five ideas I want to pursue

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## WINNER!!!

THE PRODUCT I WILL CREATE NOW IS:

\_\_\_\_\_

*Tracie Fobes*