

14Day  
Product  
Challenge

Because Finishing  
Changes Everything

## Accelerated 3-5 Days

Inspired? Already know the answer to "What problem can I solve with one solution?" Great! You may be ready for the accelerated version.

A word of warning before we get started. This one can put a lot of burden on your home life. If you live with family members or a partner, get them to buy into the idea, before you start. Sometimes promising you'll only do this for 3-5 days helps, too, because they can see an end in sight.

I also personally find this method works best for me when I'm sort of struck by a bolt of inspiration, vs forcing it. Let's see if I can lay this out in a way that's systematic, but still inspiring enough to duplicate?

Because you're already self-motivated, I'm not going to recommend specific things for specific days. But, from my own personal experience I tend to do this:

**Day 1:** Steps 1-6 (brainstorm, and create)

**Day 2 - 3:** continuing with Steps 5-6 (building and adding to sales page)

**Day 4 - 5:** Step 6 - 10 (polishing up sales page, product images & release)

**Step 1:** Read through Day 1-3 of “Info Product Complete” and see if you need to highlight or make notes of anything specific to your new project.

**Step 2:** Create an outline for your product (recipe cards, whiteboard, post it notes, mindmap tool – whatever suits your working style), and set up a folder on your computer just for this project.

**Step 3:** Set up an interest list or landing page on your website if you have one already, or use a free landing page tool like [MailerLite](#) or [Launchrock.co](#) to get a fast start, if you don't.

**Step 4:** Make sure to mention your idea in your online communities. Ask for feedback. Tell them you're on a deadline. It will help you keep momentum if other people know what you're working on.

**Step 5:** Start building your product. Keep it as simple as you possibly can. Don't allow yourself to get stuck - with anything. If you're 'spinning your wheels' anywhere in the process, put it aside. Add a big post it note reminder to come back to it & move on – as quickly as you can. You may in fact find out later this one component isn't even required. Or ask someone to help you get through it later (not now – give it a complete rest for at least a few hours)

**Step 6:** Add to your sales copy and website as you're building. Skip any of the middle steps in the book, including extra blog posts, sending out pre-launch emails etc. If you have an email going out to your current interest list, include the link to your new offer, but I wouldn't recommend spending any other energy on it at this time.

**Step 7:** As you're moving through the product creation you'll likely be inspired to create some of the product images. I personally try to spend less than 1 hour on this step. Add screenshots of the contents

of your project to the folder and use tools like Canva to lay out a cover design (unless you're already proficient with programs like Photoshop)

**Step 8:** Polish things up, including what you're saying on your sales page, making sure the purchasing process works (do the buttons work, are the files easy for the customer to access). Step back and view this from your customer perspective. Will it be easy for them to understand what they're buying, make the purchase & receive the digital files?

**Step 9:** Promote it to your online community. Send an email to your interest list, and mention it to your main email list as well.

**Step 10:** Follow up with new customers and also people you know have looked, but didn't buy. See if there is room for improvement and implement changes. Send an updated version as soon as you can, and stay responsive. Your customers will appreciate the extra care and attention.

Have I missed a step? Let me know anytime. I'd love to make this report easier to follow & better as time goes on.

Happy creating!

~ Lorelee