

14 Day Product Challenge

Because Finishing
Changes Everything

Workbook – Part 1

Checklist

I've skimmed through the beginning of the book & know what to expect

I have the basic tools I need to get started

I have blocked time in my calendar to work on this every day for the next 2 weeks

I have an accountability partner

I've started a swipe file

I, _____ am ready to take on the 14 Day Product Challenge. My product will be ready for sale on _____

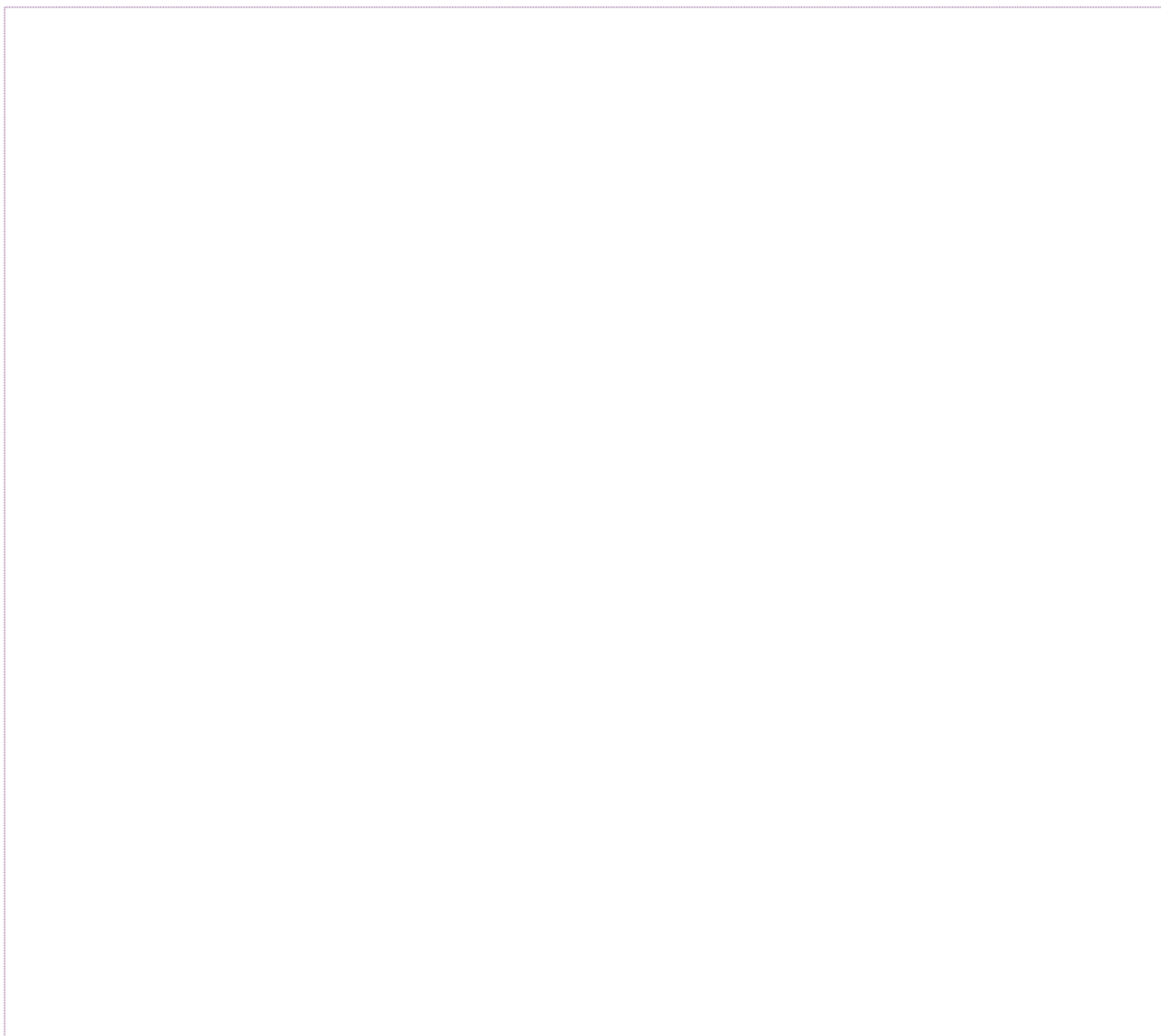
_____ (signed) _____ (date)

Send a tweet to @lahara to let me know you're getting started. Include the hashtag #14daychallenge.

Two Week Schedule

Getting Started	Creation	Flex Day	Big Picture	Making It Real	Mindset + PLR	Building + Communication
Break	Sales Page	Packaging	Cutting Back	Stay engage Feedback/Testing	Testimonials	Final Testing / Launch

What would I love to help my customer with?



Resources I already have:

Include your blog posts, YouTube videos, short reports, email conversations, notes in your journal, content from bigger programs you've created or notes you've gathered for an upcoming book.

How does my ideal customer learn? What is the best method for them?

A large, empty rectangular box with a thin black border, intended for the user to write their answer to the question above.

Checklist:

I've written my "love letter"

I've saved my notes for later to use on my sales page

I have a rough idea of how my product will look (post it notes or recipe cards)

I have set up a basic landing page to collect interested email addresses.

I have shared a picture on social media related to creating this product.