

SPIRITPRENEUR SUCCESS WEBINAR WORKSHEET

from Abiola Abrams

HOW TO GO FROM PASSION TO POPULAR PROGRAMS & PRODUCTS

To Reach More People, Earn Passive
Income & Get Great New Clients!

ROCK YOUR PROGRAMS & PRODUCTS WORKSHEET


Quick Passive Income Product Creation Ideas

As a spiritpreneur – a soul-based coach, healer, creative genius, or goddess entrepreneur, you want to have maximum impact. You want to make a difference with your work.

The key to reaching more people is with your programs and products, tailor made for your own sacred tribe.

A good passive income product should feel as personal as your one-on-one consultations and coaching sessions, yet be available “on demand” for anyone to purchase and download, 24 hours per day. (And it doesn’t have to be a “short report”).

The following ideas highlight some of the easiest products to create. Of course, we’ll go deeper in the webinar and in the course.

<p>1. Videos</p> 	<p>Videos make great passive products: Once they are made, you can set them in your funnel for people to download any time.</p> <ul style="list-style-type: none">• Lesson - “How to” perform one important task (You can also offer a lesson series). Decide whether you want people to pay per module - or for a “course”.• Mini counseling session - Perfect for healers, spiritpreneurs, and coaches who help people move past blockages. Record it once, speaking to all your ideal clients (but personalizing it by using “you” statements and imagining just one person) - and everyone can benefit.• Inspirational video - Think pep rally; slide show; video vision board. Its purpose should be to instill your ideal client with confidence and motivation.
<p>2. Webinar recordings</p>	<ul style="list-style-type: none">• Simply make sure your webinar is recorded. Offer attendees and

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registrants a special, limited-time period to access the recording. After that, make it available “on demand” for a price.

Important: Let people know from day one of these conditions.

To add value: Hire a transcriptionist and also include a transcription of the webinar.

3. EBook



This is not for everyone, but if you love to write or have a good supply of relevant content already created, re-purpose it into a quick eBook.

Be sure to give your book a **central, single theme** relevant to your signature program and position; and choose only material that fits into your theme.

Be sure also to give your book an **original twist** so that you are not simply re-hashing the same old material, but spinning a new light on it or revealing a new use.

If you're not a writer, but have powerful info to share, you can also **outsource your book** creation to a work-for-hire ghostwriter.



(You don't have to write the Great American Novel: You can keep your book **short** if it conveys powerful information clearly and easily.)

4. Resource Package



Take all your original worksheets, checklists and templates.

Put them together in a "package" or eBook.

<p>5. Templates</p> 	<p>Present templates individually, but as a selection.</p> <p><u>Charge per template.</u> If you offer packages, encourage customers to buy your package by giving it a discount.</p> <p>This is a great option if you want to present something for clients who are not yet at the income level you are targeting for your main clients.</p>
<p>6. Recorded Interviews</p> 	<p>If your interviewee is a niche or industry celebrity and you are interviewing him or her on a particularly hot topic, sell the recording. Of course, you must let them know of your intentions upfront. (Add a transcript to boost the value.)</p> <p>(Allow your interviewee to do the same - or else be prepared to pay a fee for the interview - or a fat commission.)</p> <p>Make sure you stick to one irresistible “secret” and keep the focus firmly on topic.</p> <p>Prepare for a great interview by sending your guest a sheet containing the key questions you want to ask. That way, you can guide the interview to reveal what you want it to reveal.</p>

7. An App



Is your tribe always asking you how to do something, or complaining that there is no resource or software to give quick info or perform a task?

Visit Rent-a-Coder and commission a custom App to fill that gap. (Make sure your contract and project posting states it is a work-for-hire, with the coder relinquishing all rights.)

Or if you have coding skills yourself, use a developer's platform to create your app.