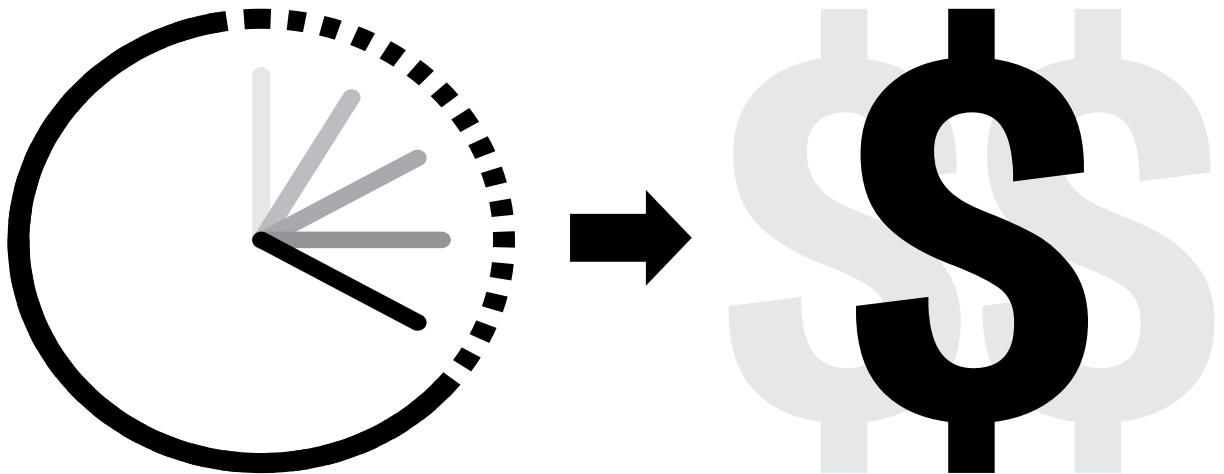


# FOUR-HOUR FORMULA

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**FOUR-HOUR FORMULA TO  
CREATE ANY PRODUCT  
YOU CAN IMAGINE**

# ■ **BONUS #3:**

## **FOUR-HOUR FORMULA**

Thank you for getting your free copy of Personal Branding for Entrepreneurs!

I'm working on shipping the book to you as we speak. And in the meantime, I wanted to send you some cool bonuses to check out and enjoy.

This third one is a method for product creation that I'll show you will dramatically reduce the time it takes for you to create new products.

In fact, I used it to create the outline for this book in less than four hours. True story.

Even better, you'll create products that your customers automatically desire and can't wait to buy from you.

Choosing what to create is half the battle, and this bonus will show you how.

I hope you enjoy this bonus. The book should arrive shortly.

Thanks again!

*Wes Blackwell*



# ■ HOW TO CREATE ANY PRODUCT YOU CAN IMAGINE IN 4 HOURS

It used to take a really long time to create products for your business.

It would often take weeks or months of long hard work. Interviews, note taking sessions, and a bunch of brainstorming.

All just to extract all the fundamental information necessary to create a product.

It's not easy to make something that encapsulates all your knowledge and information. Much less give it to someone else and have them get the same results as they would working with you one-on-one.

Or at least it used to be that way...

The method for product creation that I am about to show you will dramatically reduce the time it takes for you to create new products.

In fact, I used it to create the outline for my book in less than four hours. True story. Actually writing the content took longer than that. But the hard work of creating the blueprint for what I was going to say was finished before lunch.

Before I discovered this framework for making products, I used to sit around all day, rattling my brain and asking myself all sorts of questions:

- *How do I start?*
- *Where do I start?*
- *What should I teach?*
- *What order should I teach it in?*

The framework I am about to show you will help you organize your thoughts and lay everything out in a way that's logical and easy for anyone to understand.

# ■ STEPS TO SUCCESS FRAMEWORK

Imagine your customers as standing on the edge of a cliff overlooking a giant canyon...

On one side is where they are, and on the other side is where they want to be.

But to cross the canyon, they must take a bridge.

The canyon is their problem. It is the obstacle they're facing that prevents them from achieving their desired outcome.

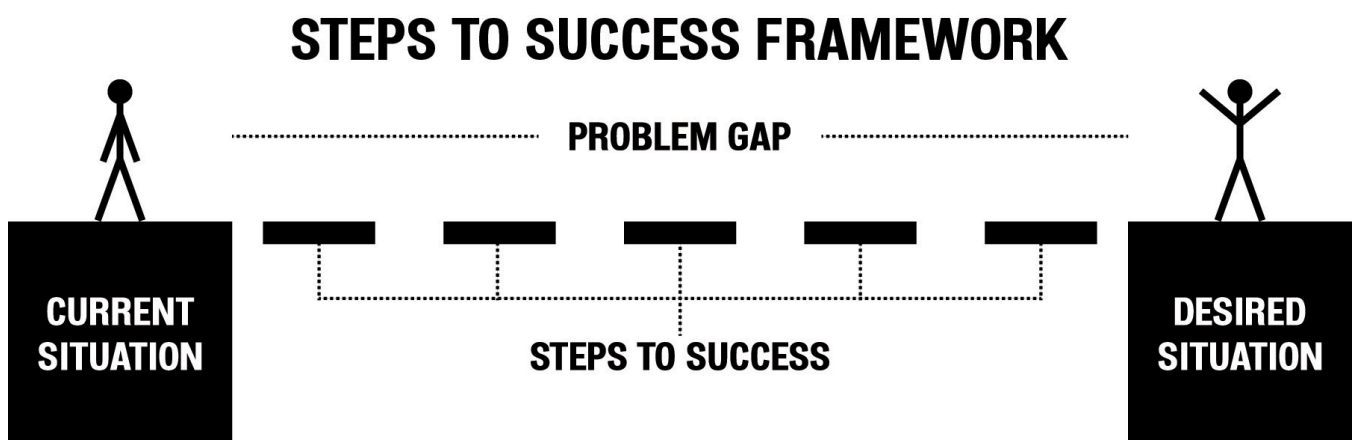
The bridge is your solution. It is the product, service or offer that solves their problem and helps the customer get where they want to go.

Your customer wants to go from their current situation of having a problem, to their desired situation of having that problem solved.

And your solution is the bridge to help them get there.

Your customer can't just leap over the problem in a single bound. They must take individual steps one-at-a-time to get to their desired outcome.

The steps of the bridge are the individual solutions you can create to help your customers bridge the gap and reach their destination.



To go from Kindergartener to High School Graduate, there are 12 grades you have to complete. Each one builds on the information learned in the previous grade.

For example, you have to learn addition and subtraction before you learn multiplication and division. You have to learn those before you learn algebra, and you need to learn that before you learn Calculus.

Let's take a look at an example from the fitness niche.

## **BODYBUILDING STEPS EXAMPLE**

Let's say your ideal customer is an everyday guy with no knowledge of fitness.

After attending a fitness competition, he now dreams of being a professional bodybuilder.

He wants to go from being a skinny guy to being a muscle-bound bodybuilder.

What are the steps he would need to take to achieve that goal?

Well, the first thing he would need to do is get some basic gym gear. Things like gloves, shorts, tennis shoes, etc. Without those, he can't even get in a gym.

So we'd write *"Get Gym Gear"* for the first step.

Next, he would need to find the right gym to work out at it. Does he want to work out at the big fancy gym next to the mall? A home gym? His buddy's garage? They all have their pros and cons, and so he'd need to find out which one is the best fit for him.

So write *"Find a Gym"* near the second step next to *"Get Gym Gear."*

Now that he has some basic gym equipment and has found the perfect gym, the next thing he needs to know is the basic lifts. The exercises necessary to perform a fundamental workout. Lifts like the Squat, Deadlift and Bench Press.

So write *"Learn Basic Lifts"* next to *"Find a Gym."*

Now that's he's up and running in the gym, he needs to learn basic nutrition. Calories in, calories out, carbs, fats and proteins, etc. Because if he doesn't eat right, all his hard work in the gym will be for nothing.

So write *"Learn Basic Nutrition"* next to *"Learn Basic Lifts."*

Is this starting to make sense? You progress from step to step on the journey to your goal.

Next he would need to learn the advanced lifts, advanced nutrition, posing, contest preparation, competing in shows, etc. All the way up to winning a regional show and getting his International Federation of Bodybuilding Pro Card.

Once you have all the major steps or milestones mapped out, choose one and break it down even further. This will help you see all the mini-steps required to complete it.

For example, to learn about basic nutrition, you'd need to understand:

- Water and Electrolytes
- Carbohydrates
- Fats
- Protein
- Vitamins
- Minerals
- Supplements
- Basic Meal Plan and Recipes

You could create a product about basic nutrition and offer it to customers who need that information to get to the next step of their journey.

Remember that these steps may seem obvious to you, they're not obvious to your customer. So don't overlook anything that seems like common sense. It's not.

***"What if I'm not an expert at every step in the process?"***

Once you see how many steps are actually involved from start to finish, some people get overwhelmed. They feel like they have to be an expert in every single step.

But that couldn't be further from the truth.

All you need is to be one step further than your ideal customer in at least one of the milestones. Then you can create a product based solely around that. Leave the rest of the steps to someone else.

## BODYBUILDING PRODUCTS & SOLUTIONS EXAMPLE

For example, you can find products and services for each step of bodybuilding:

**Get Gym Gear** — review sites of exercise equipment or manufacturers of the equipment themselves.

**Find a Gym** — Blogs with articles about the different gym types or starting a home gym, and the local gyms themselves.

**Learn Basic Lifts** — Workout programs that focus on the fundamentals of resistance exercise. Books, DVD's, Online Courses, Magazines, etc.

**Learn Advanced Nutrition** — Books, courses and training on specialty diets like Paleo, Keto, or Atkins. Special meal plans and programs designed specifically for bodybuilders. Supplement companies that make special pre-workout drinks, protein powders, or mineral blends.

**Contest Preparation** — Fitness coaches who create specialized individual programs for aspiring bodybuilders looking to get ready for the stage at a local fitness competition.

**Professional Bodybuilding** — If you're looking to be the best of the best, you hire a professional bodybuilding coach like Charles Glass. He's a trainer to the stars who's worked with former Mr. Olympia winner Dexter Jackson, basketball star Magic Johnson, and action movie star Dwayne "The Rock" Johnson.

***You don't have to be an expert at every step to help take someone from nobody to Mr. Olympia. You only need to help them reach one step in the process.***

Bodybuilding expert Charles Glass doesn't have programs that teach you how to do the first rep or what a carbohydrate is. He only specializes in the later stages of development.

So if you only want to focus on one step in the process, that's completely fine. Don't think you have to cater to everybody. You don't.

## **NOW IT'S YOUR TURN!**

Now it's time for you to put this exercise into action!

Map out the major steps for your customer to take them from where they are to where they want to be.

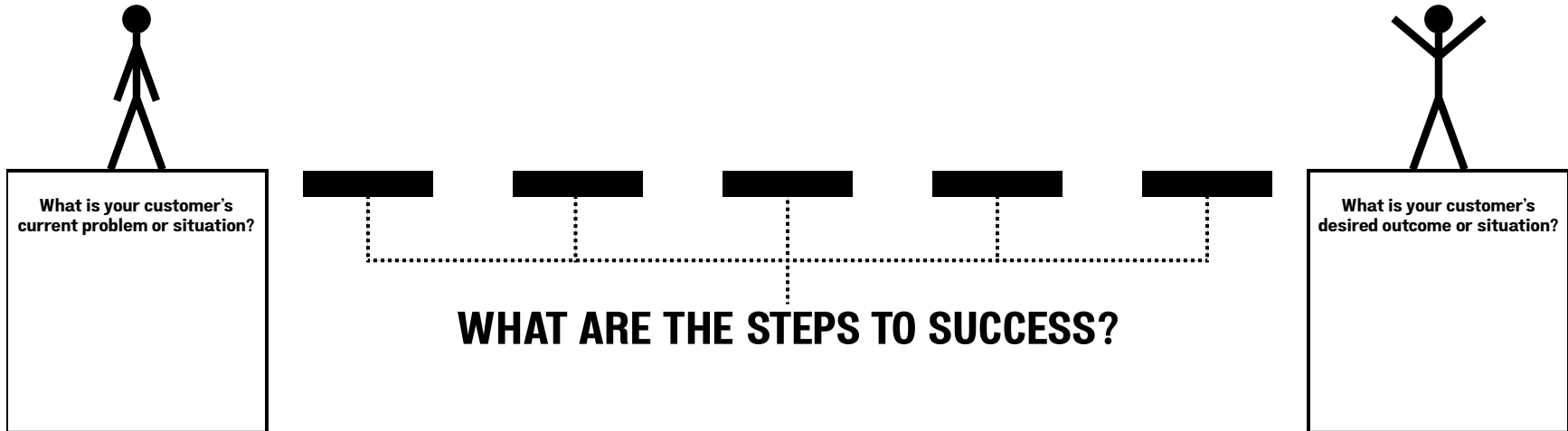
Then, choose the 1-3 milestones you're good at, and map out those minor steps as well.

Once you've done that, you now have a blueprint of what information you need to teach your customer to solve their problem and help them reach their goals!

Fill out these steps on the following pages.



# MAJOR STEPS TO SUCCESS



# MAJOR STEPS TO SUCCESS

