

**Cheat Sheet**  
**The 12 Most Lucrative Products**  
Brendon Burchard's Total Product Blueprint Video 1

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Step 1: [Watch the Video Here:](#)

**Video Outline:**

In this video, you'll discover 12 different types of products /programs and the math to make \$100,000 a year from each of them.

Three questions everyone asks at the end of their life



1. **Did I live?** Fully and passionately and vibrantly
2. **Did I love?** Openly completely and honestly
3. **Did I matter?** Did I make a difference? Did my time on this earth count? Was there a purpose and did some change because of me?

Experts- people that share their experiences to help others

- Send a message- your message?
- How do you want to help people?
- How do you want to communicate with them?

The two things I'm going to teach you:

1. Not just the money but the meaning – how is my message going to get out there in a bigger way. Doing good with it
2. How to not make it overwhelming

**Five ways of learning**

1. They can read your information
2. They can listen to you
3. They can watch you video at any time: webinars, DVDs, and online video
4. They can experience you: retreats and conferences
5. They can master something – to grow with you, continue to learn

## Create anything framework outline-

9 Steps to create any product or program- generic, big picture way to get started

1. Intro- be specific, give them a formula to action
  - a. I help \_\_\_ to do \_\_\_ so that they can \_\_\_
2. Ask have you ever had these challenges?
3. Me too- My story of struggle -  
This is where I can help you because I have had that happen too- don't brag. Talk about the struggle and success that happens after- this makes you real and human. Make the connection- get rapport
4. My story of finding a solution -  
Build on the struggle. Interview other experts- study and run with it. Hook them on your journey
5. Results -  
Share your results. All this builds up to establish your credibility.
6. Old world/new world/ myths and trends -  
New perspective. Why? Gives new outlook to action and improve, so now they need you to lead them.
7. The solution framework -  
Where everything comes to life. Everything comes to this teaching moment. Content they pay for
8. Most common mistakes
9. Tell them the first thing they should do -  
Direct them to help them move to action. Get their brain working and filing this away. Challenge them!

Be willing to create then get moving!

## 12 Most Lucrative Products and the Math to Get to \$100,000 Per Year From Each

1. eBooks, books and Instructor Guides
  - a.  $\$37 \text{ ebook} * 2703 \text{ units} = \$100,011$
  - b.  $2703/12 = 225/\text{month}$
2. Audio Programs:
  - a.  $\$297 \text{ per program}$
  - b.  $\$297 * 337 = \$100,089$
  - c.  $337/12 = 28/\text{month}$
3. Teleseminars: easy just a conference call
  - a.  $\$47 \text{ registration}$
  - b.  $\$47 * 2128 \text{ people} = \$100,016$

- c.  $2128/12 = 177$  people on the phone/month
- 4. DVD Program: they can watch it
  - a. \$1000 DVD course
  - b.  $\$1000 * 100\text{courses} = \$100,000$
  - c.  $100/12 = 8.3/\text{month}$
- 5. Subscription/ membership: eletters, DVDs, and weblinks sent every month
  - a. \$67/month
  - b.  $\$67 * 1492 = \$100,000$
  - c.  $1492/12\text{ months} = 124$  subscribers total
- 6. Webinars: power-points. etc
  - a. \$67/registratar for webinar
  - b.  $\$67 * 1493 = \$100,031$
  - c.  $1493/12\text{ months} = 124$  registered webinar attendees/month
- 7. Tools and Templates: software or dayplanner, apps, programs , website templates
  - a. \$97 word press theme
  - b.  $97 * 1031\text{ downloads} = \$100,0073$
  - c.  $1031/12\text{mo} = 86$  downloads/month
- 8. Seminars/ Live Events:
  - a. \$497/ ticket
  - b.  $497 * 202\text{ people} = \$100,394$
  - c.  $202/12 = 17$  sign-ups/month
- 9. Speaker
  - a. \$5000
  - b.  $5000 * 20 = 100,000$
  - c.  $20/12 = 1.7$  speeches/month
- 10. Online Course
  - a. 997
  - b.  $997 * 100 = 99,700$
  - c.  $100/12 = 8$  people/ month
- 11. Coaching/ Consulting
  - a. \$2000/program
  - b.  $2000 * 50\text{ transactions} = \$100,000$
  - c.  $50/12 = 4$  people/ month
- 12. Mastermind Programs
  - a. \$10,000
  - b.  $\$10000 * 10\text{ people} = 100,000$
  - c.  $10/12 = .8$  signups/month

Now let's get your product out there to make you money!

Just go do this stuff and do the challenge.

For more information on Brendon Burchard and The Total Product Blueprint, visit <http://budurl.com/e2xr>

Notes and cheat sheet courtesy Don Crowther. For more social media and online marketing tips visit [www.DonCrowther.com](http://www.DonCrowther.com) and subscribe to the newsletter there.