



# STEPS TO CREATING A WINNING PRODUCT

DEVELOP YOUR NEXT SIX FIGURE PRODUCT.

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## **INTRODUCTION**

Our goal is to teach you how to maximize your results by building a people centered product. Many gurus, business coaches, skip over the most important piece of business. Before you get to the operational side, before you start recruiting new talent, before you think about expanding, the #1 most important piece of business is creating a winning product. You can only last so much in business with a crappy product. Learning how to create a winning system, product or service will be what separates you from the competition, for good!

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Many business owners have a hard time building a reputable brand because they create products and services that do not solve key problems for a specific audience

There is a checklist that your product and or service MUST go through before you as the business owner and or organizational leader put your name and unlimited resources behind a product or service campaign. Quite frankly your business or organizations' reputation and business lifeline is dependent upon every decision made for every product or service created to enter the marketplace. Most businesses and organizations fail not because of a lack in ideas, intelligence, or cash flow, they fail because they lack having a systematic method to the services and products that are created to go into the marketplace. Which is why we believe our system can help any organization or business become more consistent in releasing quality products/services into the marketplace thus protecting your brand and your business lifeline.

We call this system our **6 Phase Quality Assurance for Products and Services** (in short **QAPS**)

- Does your product or service solve key problems for a specific group of people
- Does your product or service have its benefits and features clearly communicated
- Is your product or service marketable, branded and packaged nicely
- Is your product or service unique from other existing solutions?

- Is your product or service priced correctly?
- How is your product or service considered quality in comparison to everything else out in your market?

In this segment, we will teach you how to use our QAPS, as a metric of quality control for any and every product/service you put into the marketplace. Insuring, your product/service solves a specific problem, it has been market tested from your targeted audience, its marketable and branded correctly, its unique from other existing solutions, its priced appropriately and it has been through a series of stress tests to insure quality.

When it comes to product and service creation we want you to think of yourself as a mad scientist, creating the next big cure or invention that is going to save mankind or make it more technologically advanced. When you think of inventions and creations that either made our transportation from place to place easier, or medicines created to help with the maintenance of diabetes, or killing cancer, all of these creations were someone's brainchild they tested and tested and tested their product out until it was legitimately market ready. Now of course when creating most products and services, years and years don't have to pass by before it is deemed market ready, however the same approach is needed for everything you put out. Because your name and brand is attached to it.

The beauty of creating new and improved products, services, and systems, isn't the money one can make. It's the feeling of

achievement for making someone else's life easier. The best innovations, creations were created from this simple question, how will this product/service solve a problem for someone else? Then from that the reception of that product in the market place it is then paid based on the value it brought to the marketplace not the other way around. Most businesses and organizations fail because they have the thought of the monetary result of the product in the way with how can this help the people. So, when making your creations take your time and take into the consideration, how is my product or service helping the people, and in turn if it truly helps others you will be compensated base on the value it brought to making someone else's life better.

## **Phase 1: Create your Prototype Product/Service/System**

When creating products and services, always have in mind everything should start off as a prototype. Most people make the mistake in thinking that once you create something out your head it's an instant winner and unfortunately it doesn't work that way, if you really want to be successful. The average product or service goes through about 2-4 changes before it is market ready, and still after that there are modifications that happen as time evolves.

I remember when I started building my insurance firm, my initial business partner and I would come up with ideas late at night when we were brainstorming and the next day try to implement them into our system. I want you to imagine one day the CEO of company has a huge meeting with all the team letting them know of an amazing system that everyone will use that is guaranteed to boost production and sales. Then he pulls together a 6-week intensive training to get everyone full comfortable with this "new system" only to be told a few weeks later we have another "great system" that we will be implementing companywide that is going to increase production and sales. What would you think of that leader? Probably incompetent, unsure, inconsistent, would that be someone you would want to follow? The answer probably is NO. Well that's how silly we looked in the initial phases of the company we lost some good leaders and well over \$60,000

because we did not understand the importance of this first phase.

**Phase 1** in our QAPS is critical **DOES YOUR PRODUCT SOLVE A PROBLEM?** only about 10% of your ideas should leave this first phase, because of how intentful you are when it comes to what you are putting out into your market. Don't allow your brand, company or leadership to be considered as incompetent, unsure, and inconsistent, it will kill all momentum and undoubtedly damage your brand.

### **What is a prototype? Great question!**

A Prototype is a first, typical or preliminary model of something, especially a machine, from which other forms are developed or copied. When creating your products, services and systems, imagine building a machine from scratch. You know the first model won't be the last but it's a start. Think of the evolution of the cell phone, transforming from a pager to the ever so irresistible iPhone.





Here are questions you should be asking yourself while you are in creation mode:

**What type of product or service do you want to create?**

*(Statement t-shirt? A bag? Adventure book? Spanish food? Jazz music? Fighting games? Eyeliner cosmetic? Plumbing? Closet Organizer?)*

**Describe the type of person this product is for?**

*(affordable market, premium market, exclusive market, mass market)*

**How is this product/service going to solve your target audience's problems/needs?**

**What alternative methods ways do your target audience use to solve the problem/need?**

**What values should your product communicate?**

*(What type of personality?) (Feminine or Masculine? Young or Mature? Luxury or Economical? Modern or Classic? Fun or Serious? Simple or Complex? Subtle or Obvious? Clever or Regular?)*

This phase is a triple treat phase, because not only are you in full creation mode, you should be researching and data collecting the market you are about to take part in. Leaders run into this problem often, they “create” the perfect service,

product or system only to find out it was already created, its then thrown into the market as is, without data testing the market to insure it is new or improved prototype of what's out there. So within Phase 2, does exactly that, it tests the market.

## Phase 2: GET GENUINE FEED BACK FROM THE TARGET AUDIENCE

In this part of the phase most leaders crumble, because they are bullheaded. We all have dealt with that we think because the idea came from us, its invisible in should not be challenged. The beautiful part about this phase is it tests the intentions of the leader, if the leader is truly creating something that benefits the people it will serve, then he/she won't mind testing this new creation in the market and getting feedback.

The key to getting feedback is creating a controlled experiment group, after determining what your target audience is. So if you are creating a system to implement in your organization to make it run more smoothly, you should hand select some of the team or team members it will affect most to get honest feedback on the efficiency of the system.

When creating a product or a service that will affect the consumers (paying customer), determining who your target audience will be is extremely important. You can't just let anyone test your new product or service, you must make sure it is getting tested by the right audience because of three reasons:

1. **Engaging** with a qualified target audience, cleans up the data that you will be receiving back. Allowing you to make the changes needed to enhance your

product/service. Think of it as the market telling you exactly what they want to buy.

2. **Validating** whether they care about the problem and solution is important. Gauging their reviews and reactions before making big investments with money and/or time will save you a fortune. A lot of times the ideas we think are great the market just doesn't agree, so if you believe your product or service is going to solve a problem, but the market doesn't care to solve that problem, you may be in big trouble if you continue any further. You are trying to find out, What instant emotion do they get when they see it, feel it, hear about it, smell it ? etc.
  
3. **Gauging** whether the target audience will be willing to invest in purchasing the product. Should be an important find, when your product is tailored to what the market wants you will win EVERYTIME!! However, if you have a great idea, creation, or service, and the market wants it but they don't value it enough to buy it that means you missed something in the **Engaging** and **Validating** process that you should go back and fix.

All of this is considered market research. I'm often asked What Is exactly is Market Research, at business seminars I host. So here is the answer, market Research is the action or activity of gathering information about your target consumers' needs and preferences. Market research

provides relevant data to help solve marketing challenges that your business will most likely face—an integral part of the business planning process. In fact, strategies such as market segmentation (identifying specific groups within a market) and product differentiation (creating an identity for a product or service that separates it from those of the competitors) are impossible to develop without market research.

### **Why Is It Important To Understand Your Market and Competitors?**

Understanding your market and competitors are important because business decisions that are based on good intelligence and good market research will minimize risk. Market research will help you better communicate – Your current customers experiences are a valuable information source, not only will they allow you to gauge how well you currently meet their expectations they can also tell you where you are getting things right and more importantly where you are getting things wrong.

### **What Are the Benefits When You Understand Your Market and Competitors?**

Understanding your market and competitors helps you:  
Identify opportunities  
Will minimize risk  
Benchmarks and helps you measure your progress

Will help you better communicate to your customers  
Compare your pricing, values, products with your existing alternatives

## **HOW TO CREATE YOUR MARKET RESEARCH**

Look at other similar products and services around the internet (such as on Amazon, eBay and Google) to learn the following:

Who the major players were (to get an idea of the market size and my competition)

How well they were selling (by looking at sold counts and review counts)

Looking at the number of reviews (to tell that they were popular and there was a need)

The feedback and criticisms in the reviews (to improve the product myself)

How much they were selling for (to get an idea on the markup and my pricing)

What styles were selling best (to know what design/style to sell)

I also took to Google Trends

<https://trends.google.com/trends> and looked at what the searches looked like over the past few years.

## **CUSTOMER RESEARCH QUESTIONS**

Age – What are your customer segments specific age range?

Gender – What is your customer segments gender?

Location– What’s the geographic location of your customer segment?

Hobbies – What are your customer segments hobbies?

Profession – What are your customer segments professions?

Education level – What are your customer segments education level?

Household income level – What are your customer segments age range?

Marital status – What are your customer segments marital status?

Entertainment Types – What types of entertainment do your customer segments like? (movies, theater, opera, etc.)

Subscription Interests – What publications/newsletters/ blogs do they subscribe to?

Free Time Amusement- How else do they enjoy spending their free time?

Style of Living – Are they Conservative, Liberal, Conformist, Environment-friendly Socially conscious, Growth-oriented, Fun-loving, Cutting-edge, Trend follower, Fashion-forward, Family-oriented? Write below

Benefit Interests – What benefit is the customer looking for?/ What basic needs are you helping your customer satisfy or get done ? Socially – (trying to look good, gain power or status)

Emotionally – (aesthetics, feel good, security)

## Phase 2-A: Collecting data from the prototype testing and market research

This phase can be both nerve wrecking and exciting, because you are about to find out how much the market loves or hates your product. This will determine if you can move on to the **2<sup>nd</sup> Phase** or go back to the drawing board.

Documenting your data from the prototype testing should be easy. If the market likes what you have GREAT, the next step is implementing what the market wants into your product if it makes fiscal sense. From this point on it is downhill the market has already told you that your service/product is great. Now, the next step is very crucial to the momentum of your product or service. Most, after the testing phase try to blast their product, service, or system to the world without making sure that the packaging of their product is communicated properly. Phase 3 is ALL ABOUT MARKETING!! Marketing means everything when it comes to product development.



## Phase 3: Marketing and Branding

Mohamed Amine Belarbi's wrote a beautiful article explaining the simplicity of effective marketing. The article was so great I didn't change a thing, read on

“Have you ever wondered why it was so easy for Apple to get us to buy anything they put on the market? I mean I'm probably not the only one who gets goosebumps whenever one of the iPhone ads starts playing, or when Tim Cook starts talking about that “One more thing...” product. There must be a secret, a recipe, a way that explains why Apple is so convincing, so overwhelming and so sensational about its products in a way that can make us drop our jaws, put our hands in our pockets and get all the cash we have to buy that next mind-blowing product.

See, the secret to all this magic is simple: being minimalist. It's nothing much of a new thing actually, one of the greatest innovators of all time put it so nicely we can't help but admire his genius:

Simplicity is the ultimate sophistication.

– Da Vinci

And Apple seems to exemplify that quote so well. In everything it does, in everything the brand stands for, we can feel it, touch it, dream it and believe in it in a matter of seconds. Look at how they first designed the mouse, then the personal computer, then the iPod, iPhone, iPad and now the Apple Watch. There is a trend here you can't miss: when Apple presents these products, they don't look like electronic devices. They all have one color scheme, sleek edges, smooth surfaces. It feels like an extension of your body, a natural addition to your hand. Take PC gaming computers for example, those things look like they just got out of a Frankenstein factory.

Now some will say, well hold on, those computers look that ugly because they are packed with processing power, monster specs and 34 qualcatron electron chip that lets you play all the those high-graphic games. Well, here is your first clue: Apple produces for the majority, the normal people, the guys like me and you who want to use their devices for anything and everything. Apple innovates for people of all ages. iDevices are intuitive and simple to use.

Simplicity. Minimalism. That's what feels natural and flows seamlessly in our minds, understanding of how devices should be used.

And within that minimalism, within that nonadvertising way of promoting an elegant piece of tech-dripping genius, Apple focuses a lot on the perception of the product from a communal perspective – establishing a sense of unity with all their customers. Unlike other normal phone ads which emphasis on speed, memory and network, telling their audience that “this will change your life” from a very objective and nonemotional perspective, Apple approaches the mind by not forcing a lifechanging statement on their people, but rather, smoothly and slowly implementing the share capability of a smartphone by letting the exterior speak for itself, allowing the simplest of features explode into a “must have” experience. They leave out the whole artificial feeling, allowing their product to feel so natural, so transparent, simplifying technology to something understandable yet genius.

Apple is selling a lifestyle, a way of extending your capabilities and finding synergy with electronics. Apple sells an experience, a feeling, a philosophy, not a gadget, and the companies

who understand this concept will make a fortune.”

This is exactly what effective marketing and branding does, it makes you think that the product or service is a must have. It communicates to its target market precisely, it has a clear language and a clear understanding, this is what you call assassin marketing. When I was younger I was intrigued, with how precise the assassins executed the tactics and strategies assigned to them. Those movies gave me a keen eye to appreciating precision, which is why I love watching greats like Kobe Bryant, Floyd Mayweather, Stephen Curry and Tom Brady in perfecting their craft with such precision. You never see them move without a clear plan of execution, which makes each one of them future first ballot hall of famers.

You want your marketing and branding to be thought of as a first ballot hall of fame strategy. Never move without a clear plan, tactic and exit strategy, the success of your product or service depends on how tactical you are in your approach in releasing what you have to the market.

In order, for your product, service, or system to create the market appeal you and your organization is looking to create, it has to have 4-5 of the checkpoints of perception and 4-5 of the checkpoints of branding. With the right combination of both perception and branding, your product, service or system is moments away from becoming the next big thing in your specific marketplace.

## **PERCEPTION**

- The Go-to brand
- Trust Worthy
- Loving & Passionate
- Educational
- Empowering
  
- Engaging
- Entertaining w/ Personality

## **BRANDING**

- Disruptive!
- Educational Forum
  
- Packaging
- Celebrity Appeal
- Public Support
- Social Media Content - Lifestyle Marketing

**The "Get First 3-10 Customers" Level is the stage where we:**

1. Prove that people want your product by getting your first few sales
2. Measure Results

**Audience/Market- Location**

## Phase 4: The Unique Check (Niche/ Trends)

In 1983, Motorola released its first commercial mobile phone, known as the Motorola DynaTAC 8000X. The handset offered 30 minutes of talk-time, six hours standby, and could store 30 phone numbers. It also cost (\$3995). Typically, the rule of thumb in business is, first to the market controls the market, unless a newer and improved version comes along and is so much better that the new market controller is newer improvement. Well that exact thing happened in the 90s when Nokia came onboard and stole the show, with a new and improved smaller version of the first sell phone, at a price most consumers could afford to get. Nokia generally speaking controlled the market for well over 15 years, until a newer improved version of the phone took the market by storm in 2008, the announcement that changed the game forever, the introduction that changed the way we will communicate forever the iPhone was born.

There is an old saying that says, there's nothing new under the sun just improvements. The same holds true to the typical product, service or system that hits the market, with exception to those blue moon inventions. Nine times out of ten, there is a product, service or system that is working in some capacity similar or exactly like the one you are trying to bring to the market place. So, you must become creative

enough and educated enough to know exactly what the product, service or system does, and either make an improvement to become superiorly better, or spread your wings like a male peacock during mating season, and make your product look larger than life. If you are trying to do more than survive in business, those are the only two options you have.

Here are some questions you can ask yourself about what you are offering to the marketplace, that can get you on the right track to creating that bomb product, service or system.

**What alternative products/services already exist?**

**What is going to make your product/service different?**

*(Does it have better: Look? Feel? Price? Functionality? Status? Support? Size? Smell? Material? Versatility? Functional? Easy To Use? Mobility? Durability?)*

**What are the Frequently Asked Questions concerning this type of product?**

**What are the features and benefits?**

**What are the best uses of this product?**

## Phase 5: The Price is Right

When I first started consulting, I had no idea what would be the right price to charge. One being because I was new to this, two being I had no idea where to start, and three did I mention I had no idea what I was doing in regard to deciding my pricing. So initially did what I'm sure you did when you priced your product, service or system, you looked at what the market charged for your very service and you scaled the highest pricing to the lowest pricing and you placed yours right in the middle lol, am I right?

This is mistake #1 when screwing up your momentum, you had the right idea but the wrong approach. Surveying the market is critical to your pricing scale, but don't survey the market to figure out your pricing per say. You want to survey the market to know one thing, how much is the market willing to pay for what I have to offer. Once you can figure that out, you need to test the market again but in a different way. Offer your product at a deeply discounted rate, not for profit, but for product, service or system testimony and feedback on what your consumers value your product, service, or system to be. This is critical to your success, because if you skip this step you may miss finding out the true value you bring to the market place. You may have priced the item you have, too high, and the market doesn't see that same value and you miss out on crazy momentum because it wasn't priced right. Vice Versa you may



have your item priced to low, and the market is taking advantage of what you're delivering and you are missing crazy profits, because you undervalued what you offer. That's why keeping the people first in mind is important, because a lot of times when we create amazing products, services, or systems we let self-get in the way of the true efficiency of what we have to offer, thus costing us thousands and sometimes millions of dollars.

Have you ever asked yourself how can a new movie, already have tens and hundreds of reviews and it just came out? The answer is simple, great movie companies understand the importance of launching a product. When a product is launched correctly it has already been through multiple phases of launching before it gets to the open market place, so it already knows its value and how much it should charge the public to watch it.

There are 3 phases of launching that should happen for every product, service, or system you have. It's important for not only your data, but for your campaign story.

1. **Beta- Launch-** Is when you invite people to come try out your product, service, or system for free or nearly free. Because the key is for you to get the kinks out, test your product, service, or system with a group of people that fit your target market. At this phase you are not trying to blow up, you are simply trying to work out

the kinks of your product, and get the market value for what you want to bring to the market.

2. **Pre- Launch-** This is the phase where you open your product or service to more people after you've fixed your kinks. You have all ducks in a row, and you also know the value point of your product. In this phase, you want to start gaining a little momentum, so you need ambassadors and testimonies of what you are offering. So, in this phase you need them more than they need you. So, you give them what you are offering at a DEEPLY DISCOUNTED price, just enough for you to make enough profit to keep producing more of what you created. At this point you are almost ready for the next phase, you've created some raving fans of what you are presenting to the market, you've strategically collaborated with some ambassadors whose sole mission is to bring attention to the market what you have to offer. You fix that last kinks in your product, before taking it live to the market, because all you have is one first impression to blow the socks off of your targeted audience.
3. **Launch-** This phase is all out massive action, in this phase your product, service, or system is available for the public, and you have the peace of mind knowing

that your product, service, or system has been through the proper amount of stress tests, and is properly priced at its correct value point. If your product, service, or system has made it this far you should feel comfortable putting as much money and time into the launching campaign. Because, your results should reach your monetary projections or organizational goals with ease.



## Phase 6: Quality Assurance

This phase happens during the active launch and post launch, your gathering data, and surveys to insure your product is performing to expectation. It keeps you on your toes, making sure you are actively participating in the evolution of your product, service, or system. Continuously making it better and insuring it meets and surpasses market expectations.

### 1. Why Did You Buy from us?

With this question, you are trying to gauge the overall buying motivation. The question lends itself well to “choose all that apply” or some type of scale, such as “10” for the best and “1” for the worst. Here are some of the variables you can include.

- Price.
- You had the specific item I was looking for in stock.
- You had a product that met my needs I did not find elsewhere.
- Free shipping.
- Promotional coupon.
- Product information.
- I am a loyal customer.
- You came up first in my search.
- Referral from friend.

- Product reviews.

## **2. How Did You Find our Product, Service, or System?**

Your goal here is to identify the primary referral source. This could be an open-ended question or you could use a checkbox for a “single choice” or “choose all that apply.” Here are some possible referral sources.

- Google search. • Yahoo! search.
- Bing search.
- Facebook — ad or post.
- Twitter — tweet or ad.
- Comparison-shopping engine.
- Pinterest board.
- Blog post.
- Loyal customer.
- Other online ad.
- Don’t remember.
- Other.

## **3. Are You Satisfied with the Product, Service or System in your Order?**

This question could include a scale to rate your overall satisfaction or ask for more details.

- Quality.
- Products matching the description on our website.
- Value.
- Other options like sizing and color.

Leave a line for open-ended feedback. This is especially important if you sell many types of products.

#### **4. Did the Overall Customer Experience Meet your Expectations?**

This is a tough question. But it could be the most important. The goal is to gauge the end-to-end experience from the time the customer found your online store to the use of the product. Here are some key questions.

- Once at our store, did you easily find your products?
- Was our store easy to navigate?
- Did you find all the items you were looking for?
- Was the checkout process fast and efficient?
- If you corresponded with a customer service or online-chat representative, did he answer your questions?
- Was the product delivered on time?
- Did we communicate the order status accurately and in a timely manner?
- If you could improve one thing in our online store, what would it be?

## **5. What Other Items Would You Consider Purchasing in our Store?**

This starts to get personal, so tread lightly. You are really just asking if they liked your store enough to return and which products might motivate them to do so. This lends itself to a simple open-ended question. Here are some things you may wish to include.

- Similar items to the ones you purchased.
- Complementary items.
- More sizes, colors, options of the same type of products.
- More brands to choose from.
- Other.

## **6. What Is your Preferred Method of Connecting with Us?**

- Email.
- Twitter.
- Facebook.
- Pinterest.
- Instagram.
- Other.

You can inquire about frequency, too. Be sure to include links in your survey for recipients to change their email preferences and follow you on the various social media platforms.

## **7. Would You Refer Us to a Friend?**

If the answer is yes, offer a promotional coupon for both the recipient and her friend. Take advantage of the situation to expand your customer base.

All this post data, is important for the maintenance of the Product, Service or System. Always, make sure you keep in good relations with the market, because once you have a loyal fan of the market they will ALWAYS tell you what they want.