**IDEA:** To create a virtual product offering that can be used to increase awareness about the book, about the movement, and more importantly about the work that each co-author is doing that will draw our target audience of women entrepreneurs to us.

**GOAL:** Design a series of product offerings that will sell your own stuff and allow the earnings to be contributions to the fund the publisher.

**SERIES OF PRODUCTS TO OFFER (per Co-Author and Sold Individually and as a Package)**

**[1] Complimentary Digital or Live Products**

- Something in your business niche that also ties to discussion of your book chapter, i.e.

 - meditation session

 - hypnosis session

 - business strategy session

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**[2] Live Co-Author Interviews** showcasing each co-author and their Complimentary Gift. This also leads to their paid products, for example

 - membership site (with 30 days free access)

 - workshop

 - book

 - audio package

**[3] Live Event – Ideas**

- Workshop or Master Class live over 4 Days

 -each co-author would deliver a 1-hour piece and making their offer live to

 Invite the audience into their business

 -ties into their chapter in the book

 -possible to do presell of the P2BP book

-TeleSummit Style delivery over 12 weeks (2 co-authors / week)

 -same as above

**[4] Pricing**

**WORKSHOP / MASTERCLASS / TELESUMMIT**

 -Live Access Only and Bonuses $ 97

 -Live Access, Replays and Bonuses $127

 -Ultimate Package – All Access Pass ~~$197~~ $127

 (Live Access, Replay Videos, Transcripts, Bonuses, and Added Bonuses)

**INDIVIDUAL PRODUCT PRICING**

-Co-Author Individual Package Pricing $ 27 or $ 47

 (each individual piece would be priced the same)

**DELIVERY AND MARKETING**

 An easy “Yes” short sales letter focused on the customer’s WIIFM

**AGREEMENT**

 All sales of this effort go towards paying the Publisher. Our initial efforts will pay for readiness for the pre-sell stage of the book