**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