Home Study Foundation Guide

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What is the ONE message/result that you would like this product to convey to the user?

You have valuable content in your head/business waiting to be organized and packaged into product(s)

What are the essential questions that are being answered by this product? What are the questions that potential users are asking that this product answers?

- *How do I know if my ideas are worth working on?*
- *How do I find the time to make a product for my business?*
- *How do I find the material that I need to make my product?*
- *How do I organize my work into a clear/useful message?*
- *What format should my product take?*
- *How do I turn what I already have into a complete product?*
- *How do I make a product that my market will actually use?*

With this one message and guiding questions in mind list the knowledge and skills that the user must understand by the end of using the product. What do they know that they didn't know before? What can they do that they couldn't do before?

- *Understand how to look through past content and pull out big ideas and guiding themes.*
- *Understand how to look through past content and discover processes that work and can be taught.*
- *Understand how to look at new projects and see the potential to leverage the project in multiple ways.*
- *Understand how to organize a product so that key points are understood by users.*
- *Understand how to organize a product with clear calls to action.*
- *Understand how to look at an old product and see new possibilities.*
- *Understand what they enjoy/are capable of doing and what they need to delegate.*

- *They will be able to organize their ideas into a framework that makes sense.*
- *They will be able to link the different pieces together into one larger piece.*
- *They will be able to write open ended questions.*
- *They will be able to write clear calls to action.*
- *They will be able to organize a project from start to finish.*
- *They will be able to start organizing their work from the start into something bigger.*
- *They will be able to delegate tasks that they don't want to do.*

When they are finished using this product how will the user display that they understand the new ideas and skills presented in the product? What is the evidence that shows them (and you) the product worked?

- *They will have a fresh product that they can start selling in their business.*
- *They will always be thinking of how to leverage/organize their new content into something bigger.*
- *They will be able to list a new set of skills and tools to use for future projects.*
- *They will be willing to delegate necessary tasks.*

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Does the evidence listed above answer all of the guiding questions?
No it does not. I don't think I have evidence of how they will save time or how they will make sure their ideas are worth working on.

- *They will acknowledge that they are feeling less stressed about product development in their business*
- *They will have a structure in place for their business for content creation.*
- *They will have their own system/support structure for testing their ideas.*

Does the evidence listed above cover all of the knowledge and skills you wanted the product to provide to the user?
I think I have covered most of them. I could have more evidence that they will leverage future projects:

- *They will, eventually, turn a new project/content that they are working on into a product*

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What is the ONE message/result that you would like this product to convey to the user?

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Does the evidence listed above answer all of the guiding questions?

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