

The 10 x 10 Matrix

The Foundation of Your Infomarketing Business

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Your 10 x 10 matrix is going to form the outline for the start up phase of your information marketing business.

When completed, your 10 x 10 matrix will contain 100 lines, each of which can serve as an article topic, a page in an ebook, a topic in a CD series or home study course, or a coaching program. Each line can also serve as the topic of an email for your autoresponder email campaign.

Basically, your 10 x 10 matrix will serve as the foundation for the building of your information business. So let's get started with your 10 x 10 matrix.

The first thing you are going to do is define the topic for your 10 x 10 matrix, which will basically be your niche theme.

For example, if your niche theme is weight loss, the topic of your 10 x 10 matrix could be "Weight Loss" or "How to Lose Weight". If your niche theme is dog training, the topic of your 10 x 10 matrix could be "Dog Training" or "How to Train Your Dog".

So let's get started – first by naming your 10 x 10 matrix.

At this point I suggest creating a word processing document (I use Word, for example).

At the top of the document, write the name of your 10 x 10 matrix.

Now the next step is to think of 10 areas where you could teach someone about your niche, and write out one line for each of these areas (these will be your 10 topics)

For example, if your niche is gardening, your 10 topics might be:

- Basic Concepts of Gardening
- Vegetable Gardening
- Fruit Gardening
- Inside Gardening
- Outside Gardening

- Gardening in Tropical Climates
- Gardening in Cold Climates
- How to Plant
- How to Take Care of Weeds
- How to Preserve Your Vegetables

Of course, if you need more than 10 topics, that is fine, you can have a 12 x 10 matrix, or a 14 x 10 matrix. Of course, I will continue to refer to it as the 10 x 10 matrix, regardless of the actual size yours ends up becoming.

So at this point, you have 10 topics.

Now, you will create 10 subtopics for each of your 10 topics, which will mean when you are done, you will have a total of 100 subtopics.

In this case, just for an example, let's start with the first topic "Basic Concepts of Gardening" and create 10 subtopics.

Those subtopics might be:

- Soil
- Choosing what to grow
- What months to plant
- What months to tend
- What months to harvest
- How to plant
- How to weed
- How to use fertilizer
- How to use organic fertilizer
- How to protect your plants

And if you were to copy and paste these subtopics into your list of topics, it might look like this:

Basic Concepts of Gardening

Soil
Choosing what to grow
What months to plant
What months to tend
What months to harvest
How to plant
How to weed
How to use fertilizer
How to use organic fertilizer
How to protect your plants

Vegetable Gardening

- Fruit Gardening
- Inside Gardening
- Outside Gardening
- Gardening in Tropical Climates
- Gardening in Cold Climates
- How to Plant
- How to Take Care of Weeds
- How to Preserve Your Vegetables

Then you would create a list of 10 subtopics each for each of the other topics.

This would create your 10 x 10 matrix.

Once you have completed your 10 x 10 matrix, send me a copy to evaluate, once this is completed, I will send you the next lesson.

By the way, I realize this exercise may not be easy. But I have found with my experience with hundreds of clients over the last few years, that once this is completed, the entire rest of their business goes a lot smoother.

You see, once this is completed, you can easily write an ebook, write multiple articles each day, and write emails for your email campaign. It all comes so much easier when this “outline”, this 10 x 10 matrix is complete.

How to Use the 10 x 10 Matrix to Build Your Business

If you have already created your 10 x 10 matrix, you are already well on your way to success in your information marketing. In fact, I believe that you have already completed one of the hardest parts of building your information funnel.

So what are you going to use your 10 x 10 matrix for?

It is going to serve as the outline, perhaps the blueprint, for each of the next several products you create, as well as many of the articles you will write, and emails you will compose.

You see, no matter how big the product is that you create, it will still follow the basic outline of your 10 x 10 matrix, the only difference between the products is the depth of information and the depth with which you communicate with your buyers.

For example, when you write an ebook, you will lightly touch on each topic in your 10 x 10 matrix, by writing one page per topic in your 10 x 10 matrix, giving you a total of 100 pages for your ebook.

When you record your first CD series, you will do 10 one hour CDs, with 10 topics on each CD, giving you about 6 minutes per topic. And with 6 minutes, you will be able to go a little deeper on your topic than with one page of writing. And you will be communicate with your buyers in a deeper fashion, as they will connect deeper with you when they hear your voice, rather than just reading your words on paper.

And the next place you can use your 10 x 10 matrix is in creating your coaching program. Now with your coaching program, you may give yourself more flexibility than with the 10 x 10 matrix topics, perhaps covering some items for much longer than 10 minutes – perhaps some topics might need a full hour of coaching for some clients, whereas other topics might need very little coverage at this point, especially if a client has already consumed the earlier ebook and CDs. So with coaching you see a deeper development into a smaller range of topics from your 10 x 10, but it will still serve as a strong foundation for your coaching program.

Two other places the 10 x 10 matrix can be used in product creation is in creating a home study course, which can be structured as sort of a cross between your CD series and the coaching core material.

Perhaps it will go deeper than the 6 minutes used per topic in your CD series, on some topics, but leave other topics alone, especially topics that don't need as much coverage, and have been fully explored in your CD series.

And a future twist is that you can take one particular area of your 10 x 10, perhaps a one topic section, and create a new 10 x 10 matrix just based on the content in that section, and create a much deeper line of products, a line of products that is tightly targeted to one specific need, and can include a new ebook, a new CD series, a new home study course, and a new coaching program.

Now that you can see the big picture of what you will use your 10 x 10 matrix for over the next few months and possibly years, let's talk about what you are going to use your 10 x 10 matrix for now.

The first step, right now, is to write your ebook.

This will be done by writing one page per topic in your 10 x 10 matrix.

Now, you will notice that since you have done your 10 x 10 matrix (or should have, anyhow) in a word processing document, you already have an "outline" of sorts.

So copy and paste that “outline” into a new document (so you retain your original 10 x 10 matrix for future use) and use that as the “backbone” of your new ebook.

That means you can literally write each page into your word processing document right into the outline you already have.

And you don't have to start at the beginning of the document. You can write each day on the topics and subtopics that you feel most like writing about. For example, if you don't feel motivated to write about the very first topic in your 10 x 10 matrix today, just skip to the second topic. And if you get stuck writing on something, just skip over to something else.

By using this process of writing on what interests you each day, you will find you can write a lot more each day, and your ebook will become completed much faster. Of course eventually you have to go back and finish what you skipped, but many times when you have completed so much more of the ebook already, those topics become easier.

Here's another tip – because your ebook is broken up into 100 small parts (subtopics, each of which will be one page), it is easier to do this in short sittings. So instead of thinking you cannot sit down to write unless you have 2 hours, for example, you can write when you have the spare time also. For example, you could write 2 pages when you wake up in the morning. You could write 2 pages right after breakfast. You could write 4 pages on your lunch break. And 4 more in the evening when you get home from work. That would give you 10 pages per day, which means your entire ebook would be written in 10 days.

So for now, your next step is to write at least 10 pages in your ebook from your 10 x 10 matrix.

This exact process can be used for creating CDs, mp3s, videos, coaching programs, and any other product. Simply use your 10 x 10 matrix as your outline for the product, and write, record, or teach each topic in your matrix, when you have completed each topic, you will have a completed product.



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