

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 able to 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.

Of course, if you write more than 10 pages per day, you can finish your ebook even faster.

The next step is to create a title page, I recommend the name of the Ebook in a large font, something like 36 or 48, with your name below that in 24 pt. font.

I put the name of the product in the header, and copyright info in the footer

Then you can create a table of contents from the individual topics, if you want, although a table of contents is not critical. This step is done differently depending on which word processing software you use, just use your help command to find directions for creating your table of contents.

The next step is to turn your document into a pdf (and thus, by extension, an ebook).

I personally use:

and sometimes I use the pdf conversion tool in my word processor.

If your word processing software has an effective tool for pdf conversion, use that.

If not, use adobe...

Final thoughts:

The single biggest roadblock I find people have in writing their ebook is...just writing. They spend hours trying to decide which page to write first. Don't. Instead, just choose one. Start in the middle, the end, wherever. But just start.

Sean