

## 10 x 10 Matrix Instructions

### 10 x 10 Matrix

The very first step in creating products quickly is to create a 10 x 10 matrix. Your 10 x 10 matrix is going to form the outline for your next few phases 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 homestudy course, or a coaching program. Each line can also serve as the topic of an email for your email campaign in your autoresponder.

I know that right now you might be thinking...I want to just create one product right now, I don't want to outline or design an entire product funnel.

So this feels really counterintuitive, I know.

However, I know from experience that once you have taken the 2-3 hours necessary to complete this step, to create your 10 x 10 matrix, everything else falls together really quickly.

I've had clients who have taken months to plan their first product, and still not have it created - then do this exercise, and within several days, complete their first product.

The clarity you will have after completing your 10 x 10 matrix is incredible, so without further adieu let's get started:

Basically, your 10 x 10 matrix will serve as the foundation of the next several steps in building your information marketing 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.

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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

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### 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.

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.