NAMS

Novice to Advanced Marketing System

HOW FREE PRODUCTS LEAD TO PROFIT

CHECKLIST #4

HOW TO MAKE CHECKLISTS, PLANNERS AND GUIDES

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It's no secret that people are hungry for information. But they're also hungry for tools that will help them apply the information they've learned. And that's why offering a checklist, planner or "x-day" guide as a free digital product can be both popular with your prospects and very profitable for you.

NOTE: Since these three types of free digital products are very similar with regards to how you make and monetize them, we're going to cover all three in this lesson.

Indeed, you can create a checklist that's also a planner or x-day guide. That's the type of free digital product we're going to focus on in this lesson. We'll refer to it as a checklist planner or checklist guide throughout this lesson.

For example, you might create a "30 Day Guide to Setting Up a Website." Under each day (Day 1, Day 2, etc.) you'd offer a mini checklist of what to do on that day. Thus, it's not just a checklist or guide – it's also a complete planner for carrying out a specific task.

The reason why this is so popular is because people often read a lot about how to complete a task, but once they're done reading, they're not exactly sure what steps to take next. A checklist planner takes the guesswork out of the task, because it tells people exactly what to do and when to do it.

What makes this such a profitable free digital product for you is that most of your prospects probably won't know exactly how to complete each step covered in the checklist planner. That's why promoting an in-depth information product or tool within or at the end of the checklist planner is so effective.

So, how do you make and monetize a checklist planner? That's what you're about to discover. Read on...

Section 1: Make it

As always, the first step is to be clear about your goals for your checklist planner. In most cases, your goal is to lead your prospects towards making a purchase. As such, that means you'll need to decide what to sell from within the planner.

One of the best products you can promote is some sort of information product. That's because a checklist planner makes for a great overview of a process (it tells people what to do), and the information product complements this overview by telling people exactly how to complete the steps.

For example, if you sell a 7-day guide to writing a sales letter, then you can sell an in-depth copywriting course on the backend.

Alternatively, you can sell a tool to help prospects complete the process. For example, if you're selling an email marketing checklist planner, then you might sell an autoresponder on the backend.

Still another thing you can sell is a done-for-you service. For example, if you're selling a checklist guide for testing and tracking a sales letter, you might offer a done-for-you optimization service.

Finally, you might consider selling coaching on the backend. For example, if you're selling a 30-day checklist planner for setting up an online business, then you might offer business coaching to help people take each of the steps outlined in the checklist planner.

Point is, be sure you know exactly what you're selling before you write a single word of your checklist guide. That's because your guide should naturally lead to the offer you're promoting.

Once you know what you're selling, then the next step is to start creating your checklist planner. Here's how...

Step 1: Determine the Topic

Here's where you decide what task, exactly, your planner is going to cover. Since you've already decided what to sell on the backend, then generally this step is easy. All you need to do is provide an overview of the task covered in the offer you intend to sell.

For example:

- If you're selling a blogging guide, then you can give away a checklist planner that gives people an overview of how to set up and monetize a blog.
- If you're selling a diet guide, then you can offer a checklist guide to getting one's nutrition and exercise in order.
- If you're selling a course in getting into graduate school, then you can offer a checklist planner for increasing the odds of getting accepted.
- If you're selling a travel guide, then you can offer a checklist planner that gives an overview of how to pack, what to see, and how to make the most of the vacation.
- If you're selling a career-building guide, then you can give away a checklist planner that helps people find and land lucrative jobs.

In all of the above examples, the checklist planner provides an overview of an entire process. In some cases, you may provide a checklist for PART of a process.

One way to do this is to provide a more comprehensive checklist for the first part of a process, and then sell a product which helps people with the second half of a process.

For example, if you're selling a blogging guide that focuses on how to create engaging blog posts and monetize the blog, then you might sell a checklist guide that shows people in-depth how to set up the blog.

Once a prospect's blog is set up, the next logical step is to build the blog and monetize it, which is where the paid product comes in.

In other cases, your checklist may provide an overview of part of a process (versus a comprehensive take on it), and the product you're selling will fill in the details.

For example, if you're selling a career-building guide, then you might give away a checklist on one part of the process, such as creating an effective resume. The guide will then fill in the details on that process, as well as subsequent steps of the process.

Having said all that, in most cases creating a checklist guide that gives an overview of the entire process is your best bet. Unless you can think of a reason why that won't work in your particular situation, in which case you may narrow the focus.

Make your decision about what, exactly, your checklist guide is going to cover, and then move onto the next step...

Step 2: Decide on the Number of Days

The next thing you need to do is determine how many days long your planner will cover. This is going to depend on the following factors:

- **The topic.** You need to be realistic about how many days (or weeks or even months) it will take for your average prospect to walk through the steps of a process.

  For example, some things are fairly simple and don't take a whole lot of time, such as setting up a WordPress blog. In other cases, a process may take months, such as getting one's nutrition and exercise in order.

- **Your audience's knowledge/experience.** If you're dealing with someone who doesn't have the knowledge or skills to complete a process quickly, then your checklist guide will be stretched out over a longer period of time (because you need to give the user time to learn how to do the task).

> Let's go back to the example of setting up a WordPress blog. Someone who has some technical background will be able to do this task quickly (in about 10 minutes), even if they've never done it before. On the other hand, someone with no technical knowledge at all will need to learn about things like editing files and FTPing. This task may take them several hours to complete.

Point is, you really need to understand the task itself as well as your audience in order to determine how many days it will take for the average user to complete the task or achieve their goal.

TIP: Obviously, there are other situation-specific factors you need to consider. For example, if you're creating a guide to losing 10 pounds, it will take very little time for someone who is obese to lose that amount. Meanwhile, it will take longer for someone who is trying to shake off the last 10 pounds. As such, you need to be clear about who the checklist is most suitable for.

Once you've decided how many days your checklist will cover, then move onto the next step...

Step 3: Supply Instructions

Now what you need to do is list the steps your prospects need to take each day in order to complete the task.

Take note: some of the steps you list may be immediately actionable (without any additional explanation). For example, a weight-loss checklist may have a step such as "Cut back your soda intake by 25% today." That's clear-cut. No further explanation is needed, even for a complete beginner.

In other cases, your steps may require explanation. For example, a weight-loss checklist may have a step listed as “Determine your ideal number of daily calories.” Someone who has never done this before won’t know how to make this calculation. You can leave steps like this deliberately vague, so that users need to purchase your embedded offer to get more information.

Point is, offer a balance of immediately actionable information with steps that require additional explanation. The immediately actionable information makes your checklist useful and provides instant gratification, while the steps which require additional information lead the prospect towards your paid offer.

So, let me give you an example of what your checklist may look like.

Let’s suppose you’re creating a five-day guide to finding and recruiting joint venture partners. Here’s an excerpt of the first two days that shows you how this guide may take shape:

Day 1

Create a big list of potential joint venture partners.

Follow these steps:

- Search Google for your niche keywords to uncover top websites.
- See who has the bestselling products on ClickBank and similar platforms.
- Check who has the biggest platforms on social media.
- Ask your existing partners to introduce you to their partners
- Ask your contacts for recommendations.
- See who’s winning the affiliate contests in your niche.

Day 2

Research your potential partners, and remove anyone who shows any of the following red flags:

- Pattern of complaints from customers.
- Pattern of complaints from business associates.
- Pattern of complaints from freelancers.
- Any fraudulent activities.

Check that the existing partners on your list have a GOOD reputation in the niche. Ask:

- Is the potential JV partner well-respected by colleagues and customers?
- Does the potential partner consistently put out high-quality products?
- Has the person been established in the niche for at least a year?
- Have your interactions with the person been professional/courteous?
- Does the person project a professional image on social media and elsewhere?

Check that the person has a big platform or ability to promote. Platforms include a busy blog, big social media platforms, a forum, a newsletter, or similar.

(Then you'd continue on in the same manner with Days 3 through 5 of this checklist guide...)

As you can see in the above example, there is a mix of immediately actionable steps with steps where the user may need more information in order to complete that step. In some cases, a single sentence provides immediately actionable information with a step that requires explanation.

Take this example: “See who has the bestselling products on ClickBank and similar platforms.”

Seeing who has the bestselling products on ClickBank is immediately actionable for most people (though some people may need an explanation of how to do this). Seeing who has the bestselling products on “similar platforms” requires more information (what platforms exactly?).

Generally, creating the checklist is a fairly simple process if you’re using it as an overview of your paid product. All you have to do is go page-by-page through the paid product, pull out the main concepts and steps, and then create the checklist from that information.

For example, if a paid weight loss product spends a chapter talking about balancing clean macronutrients (carbs, good fats, and protein), then one of your points in your checklist may be something like:

“Be sure you’re eating a healthy balance of slow-burning carbs, essential fats, and clean protein.”

That point provides good information, but doesn’t go into detail about how, exactly, to eat this sort of a healthy balance.

Or let’s suppose you’re promoting a Facebook marketing guide. A couple pages in the paid product may be devoted to the right way to set up a Facebook Group in order to attract members. Your checklist may cover this point like so:

“Set up a Facebook group, paying particular attention to the way you name it and the description you create for it.”

Again, that point tells your readers what to do, but it doesn’t provide the necessary in-depth detail that most people will need to complete the step.

As mentioned, the reason for providing this sort of overview is because people will need more information. And you can fulfill this need by selling an in-depth information product from within the checklist.

Let's take a closer look at your monetization strategy for this free digital product.

Now that you've created your checklist, it's time to monetize it. How you do that depends on what you're selling.

In MOST cases, if you've created a checklist planner that serves as an overview of how to complete some process, then you can pitch the paid product at the end of the checklist. You may also build anticipation once within the middle of the checklist about the product you're promoting.

For example, let's suppose you're selling a copywriting guide. And let's suppose your checklist provides an overview of all the steps required to craft a good headline and opener, introduce the product, provide a bulleted benefit list, handle objections, offer a guarantee, present a call to action and so on.

As mentioned above, the key is to provide a mix of self-explanatory (immediately actionable) information alongside information that requires additional explanation.

You can then pitch the product – in this case, a copywriting guide – at the end of the checklist along with a call to action.

For example:

Are you ready to put this checklist to work for you? Then download the Whiz Bang Boom Copywriting Guide, which shows you everything you need to know about writing high-converting, extremely profitable sales letters! If you've ever wanted to know what the million-dollar copywriters know, then click here now to get started...

You can also build anticipation from within the checklist. Let's stick with the copywriting checklist guide and paid offer. Within the checklist you may have a step that requires more information, and next to that step you can let people know that they'll be able to get more information.

For example:

Be sure to handle buyer objections, which is an important key to getting people to move towards your order button. (Check the bottom of this checklist for a resource that shows you how to boost your sales letter conversions by raising and handling objections the right way.)

Let me give you another example.

Let's stick with the idea that you're giving away a copywriting guide. In this case, however, let's suppose you're selling a large set of copywriting templates for headlines, sales letter openers, benefit statements, guarantees and more. You may even include an entire sales letter template.

Within the copywriting checklist guide you may build anticipation, like this:

Need help creating cash-pulling headlines? Check the recommendation at the bottom of this checklist to find out where to get your hands on 101 headline swipes and templates!

At the end of checklist, you can pitch the offer. For example:

Now that you know all the pieces and parts you need to create a highconverting sales letter, your next step is to take action. And you can make this step easier and faster than ever by putting these 399 sales copy templates and swipes to work for you!

This package includes headlines, openers, guarantees, calls to action, postscripts, and everything else you need to build a high-converting sales letter!

Best of all, you can have your sales letter up and running in as little as 15 minutes from now. Yes, these templates and swipes make it THAT easy!

But don't take my word for it – click here to download this package today. And do it now, because this incredible offer could disappear at any time!

You'll note in the above example that the last paragraph includes a clear call to action: "click here to download this package today." You'll see that it also stirs up a sense of urgency by suggesting the incredible offer could disappear.

You see, one really good way to boost conversions is by creating urgency. Often this is done by presenting a limited-time or limitedquantity offer. However, the problem with doing that is that it limits how long you can use that particular free digital product.

Once the offer has expired, your free digital product is done for. And all the people who downloaded that free digital product can no longer take advantage of that offer, which will dampen conversions when they notice that others were able to get a deal that's no longer available.

That's why you may consider creating scarcity and urgency in other ways. The above scarcity-inducing statement ("could disappear at any time") doesn't say it WILL disappear. It only says it MAY disappear. And oftentimes, that's just enough to get people clicking on your link and moving towards your order button.

Now let's wrap things up...

Conclusion

And there you have it: you just learned how to make and monetize a checklist planner!

As you discovered in this guide, a checklist planner is very useful and in-demand among prospects, because it gives people a clear “action plan” of what they need to do every day in order to complete a task or achieve a goal. And you’ll love distributing this free digital product too, because it naturally provides an overview of a topic, which makes it easy for you to promote an in-depth treatment of that same topic.

Best of all, creating a checklist is simple. Just pull the main points and steps out of your backend product and use that information to build your checklist.

So, what are you waiting for? Go ahead and start creating your checklist today, and very soon you could be reaping the profitable rewards!

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