



# CHECKLISTS

You Can

# SELL

*How To Create Checklists About Things  
You Love Doing That Other People Will Buy*

**A Really Easy Profits Blueprint**



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## Lesson One

# How To Create Checklists About Things You Love Doing That Others Will Buy

Here's a bit of news that may be surprising to some people:

*Creating a popular, profitable infoproduct doesn't need to be a complex or time-consuming process.*

Indeed, there are some types of infoproducts that you can create incredibly quickly – no matter what your skill level – and your audience will benefit from them up and love them.

One such infoproduct is a checklist – or better yet, a set of related checklists.

When we talk about “*checklists*,” we're not talking about a page-long list of one-sentence points.

*Instead, these three-to-four-page checklists are more like mini-blueprints.*

That is, you elaborate on each point with explanations of how to do something, tips, templates, and/or examples.

*Thus, your checklist not only provide the steps of a process, it also provides details on what to do.*

It's still short enough to print, yet it provides details that are sure to get your customers referring to it again and again.

This is an important product to offer because...

- When there are a lot of steps involved in a process, people can get sort of bogged down.
- And if they get overwhelmed, they might just quit.
- Or they might become frustrated if they complete the process, but miss some important steps.

That's where your checklist set comes in.

1. You can provide all the steps your audience needs to take in order to successfully complete a process or achieve a goal.
2. You can even insert extra tips, templates, tools and ideas to really add value to your checklists.

End result? You've created something quickly and easily that your audience is sure to love. You can then give these checklists away to build a list or sell them to generate revenue. Either way, it brings benefit to your audience and profit to your business.

So, with that in mind, here's an overview of my system for creating these types of checklists:

1. Determine Your Topic of Expertise
2. Decide What Kinds of Checklists to Create
3. Develop the Process From Start to Finish
4. Detail the Steps to Make Everything Clear

Now let's take a quick look at these four steps which we will unpack in the coming lessons of this course...

### **Step 1: Determine Your Topic of Expertise**

First things first – you need to start with a topic that you know something about, and preferably something you enjoy as well. It also needs to be a fairly big topic, so that you can create at least 10-20 checklists around that topic (and up to 50 checklists for a premium, signature product).

Example 1:

*Web traffic generation is a big topic, as you can create a checklist for each traffic strategy (e.g., SEO, paid Facebook ads, guest blogging, and so on). This is a good topic for a checklist set.*

*SEO itself is also big topic, as you create checklists for choosing keywords, optimizing a web page, creating content around keywords, getting links and so on. As such, you could focus in and create a set of checklists around just this one topic.*

Example 2:

*Dog training is a big topic, as you can create a set of checklists for socializing a puppy, housetraining a puppy, teaching a puppy to sit, teaching a puppy not to chew on shoes, and so on.*

*However, a topic like teaching a dog to sit is NOT a big enough topic around which to create 10 or so checklists.*

Let me suggest four questions for you to answer that will help you choose a topic for your checklist package...

*Question #1: What topics do you know a lot about?*

The first thing to do to kick off your brainstorming session is to (yep, you guessed it) brainstorm as many potential topics as you can think of. Don't worry about whether a topic is popular or profitable at this point. Just list as many topics as you can think of around which you might be able to create a course.

*Question #2: What questions do people ask you?*

When you know a lot about a niche, people tend to come to you for advice. Take a moment and think about what questions your friends, family and colleagues ask you on a regular basis (with or without a compliment).

*E.G.,*

- *How did you get accepted into that top-tier grad school?*
- *How do you always look so calm when you're giving a speech?*
- *How did you start the overseas adoption process?*
- *How have you stayed happily married all this time?*

Next...

*Question #3: What sort of results have you achieved for yourself or others?*

Next, think about specific results you've achieved, goals you've obtained, etc.

*For example, maybe you've set a variety of "Personal Best" running goals for yourself and have achieved them while competing in marathons and ultramarathons. Other runners may be interested in how you develop these goals and train for them.*

*Question #4: Do you have specialized work or educational experience related to a specific topic?*

Now take a moment and brainstorm your work and educational background. Is there something you're specifically trained in, something you know a lot about?

*For example, maybe you work as a car mechanic. And perhaps you've noticed that a lot of people could probably do some basic maintenance at home. You might use your work experience to create a course showing people how to change their oil or other basic maintenance tasks in their garage.*

Pick a large topic around your topic of expertise, and then move on to the next step...

## **Step 2: Decide What Kinds of Checklists to Create**

Your next step is to determine what sorts of checklists to create. Here are two main types:

- 1. Forward-looking checklists:** These are checklists people follow in real time in order to complete a process.

*For example, if you're teaching someone how to set up a WordPress blog, you can provide a checklist of steps that they can follow in real time to get their blog installed and customized.*

- 2. Backward-looking checklists:** These are checklists people look at after they've completed a process, so that they can be sure they've completed all the steps.

*For example, if someone is selling a house, they may look back at what they've already done to prep for the sale, such as de-cluttering their rooms, cleaning the carpets, making minor repairs, etc. If they don't have specific things done, the checklist will remind them to do them and offer suggestions for completing them quickly, easily and professionally.*

Next step...

## **Step 3: Develop the Process From Start to Finish**

Now that you know your topic and you know what types of checklists you're creating, the next step is to develop the checklists.

First off, you'll want to break the process down into at least 10 (or even up to 20) different checklists. You may share 10 big steps within each checklist, or you may cover 10 subtopics.

*Example #1: If you're creating a set of blogging checklists, your set may include checklists for everything from setting up the blog to market research to creating compelling content to monetizing the blog.*

*Example #2: If your checklist set is all about evaluating a house before purchasing it as an investment, you might create a checklist of what to look for in each part of the house (one checklist each for the kitchen, living room, bedroom, master bath, half baths, attic, basement, garage, front yard, back yard and so on).*

Once you've decided on the topics for your 10-20 checklists, then you can start developing them. You'll want to sketch out the process from start to finish, and then create a checklist entry for EACH step or sub-step.

*TIP: It's a good idea to have a few beta readers look over your checklists to be sure you didn't overlook any important steps, sub-steps or other items on your checklists.*

And finally...

#### **Step 4: Detail the Steps to Make Everything Clear**

At this point, you have a nice step-by-step checklist that people can use to complete a task or achieve a goal. Now you want to enhance this checklist set to make it even more valuable to your audience.

Here are items you can include in your checklists:

- Examples.
- Tips.
- Dos and don'ts.
- Mistakes to avoid.
- FAQs.
- Templates.
- Swipes.
- Mini worksheets.

- Lists.
- Formulas / calculators.

*For example, if you're teaching people how to lose weight, you might have a nutrition checklist that helps people clean up their diet. You might add value to this checklist by including:*

- *Grocery lists.*
- *Lists of healthy ingredient substitutions when cooking.*
- *Nutrition mistakes to avoid.*
- *A calorie calculator so people know how much to eat.*
- *Dos and don'ts.*
- *Simple recipes.*

*And similar items that enhance the overall checklist.*

**NOTE:** This lesson contains an "overview" of the 4-step process for creating "checklists that sell" so you can easily understand that process. We will unpack these ideas in greater detail over the remaining lessons in this course.

Now a few parting thoughts...

## **YOUR NEXT STEP**

And there you have it – you just received a good overview of how to turn what you already know into a popular, profitable set of checklists that help your audience.

Your assignment for this lesson is to choose a topic for your set of checklists by working through the questions from step one. Once you have your topic selected, move on to the next lesson...

## Lesson Two

# 5 Types Of Checklists That Your Clients Will Appreciate And Put Into Action

In the last lesson, you learned the general process for selling a checklist package to help other people solve their problems, reach their goals and/or enjoy their interests.

That raises the question...

### ***What types of checklists should you include in your package?***

You're reading the right lesson, because you're about to discover five different types of checklists that your customers will appreciate and put into action. When creating a package, it's a good idea to include each of the five types, whenever possible.

These five types include:

- Procedural
- Connective
- Discovery
- Interrogatory
- Diagnostic

Let's take a closer look at each of these types...

### **1. Procedural**

The procedural checklist is the most popular and most-used type of checklist. This checklist is a **step-by-step tutorial arranged in**

**chronological order.** It allows the users to systematically work through a process from the beginning to the end to reach a specific objective. Most of your checklists will fall into this category.

For example:

- *The WordPress Installation Checklist would present a list of all the steps needed to set up blog, such as "Download the files from WordPress.org," "Choose a strong database password" and so on. Each step would include explanation, tips, and/or examples to make the checklist more useful than the typical barebones checklist.*
- *The "How to Build a Backyard Chicken Coop" checklist would list all the steps required, from selecting lumber to the finishing touches, including specific details that would be helpful to the process.*
- *The "How to Get Into Medical School" Checklist would list all the steps required, from taking the MCAT test to filling out the curriculum vitae to selecting the right schools to apply to.*

## 2. Connective

As the name implies, this type of checklist is a **list of connected ways, options, shortcuts, or similar items**. You can think of this as more of a brainstorming / catalyst style checklist.

NOTE: These items don't necessarily have "steps" involved (although they certainly could).

Let's look at a couple of examples...

*Example #1: Let's suppose you were creating a checklist on the topic of buying and selling antiques. Your checklist might be broken up into multiple sections such as:*

- *Places to find antiques to purchase.*

- *What to look for when purchasing an antique.*
- *Places to sell antiques.*
- *Tips and ideas for writing effective ads to sell antiques.*

*Example #2: Let's suppose you've created a set of checklists for freelancers to help them find and land jobs. You might create a connective checklist which includes:*

- *Places to advertise one's freelancing services.*
- *Tips and ideas for bidding on projects on freelancing sites.*
- *Tips and ideas for cementing your relationship with a new employer.*

Next...

### **3. Discovery**

This type of checklist works users through a series of questions, tasks, and/or prompts so that the user can arrive at a useful conclusion. You can think of this type of checklist **as a mix of a quiz and worksheet.**

Let me give you a few examples:

- *The Product Pricing Checklist might walk you through a series of things to do in order to arrive at the perfect price for your product.*
- *The Areas Of Giftedness Checklist might walk you through a series of questions to determine what your gifts and abilities are.*
- *The Perfect Weekend Getaway Checklist might walk you through a series of prompts to determine where to go with your spouse for a specific occasion.*

Next...

## 4. Interrogatory

This style of checklist assumes that the person has already taken specific actions, and then it **asks questions about those actions (to be sure they were performed correctly, effectively, etc.)**.

These questions would look like this:

- Did you \_\_\_\_\_?
- Have you \_\_\_\_\_?
- Is the \_\_\_\_\_?

*Example: Let's suppose your users have set up a WordPress blog. After they've completed the set-up, they can use your interrogatory checklist to be sure they've crossed all their T's and dotted their I's.*

*For example, your questions may include:*

- *Is your database password at least 8 characters with a mix of numbers and letters?*
- *Did you choose an attention-getting, benefit-driven title for your blog?*
- *Have you installed the following essential plugins...*

### **Here's the difference between an interrogatory and procedural checklist:**

In the previous example, a procedural checklist would check that the user had chosen a title for their blog. An interrogatory checklist asks users to be sure they've chosen a GOOD title.

As such, this is a good style of checklist to offer when you want to make sure your users have completed a process thoroughly and in the most effective or best possible way.

## 5. Diagnostic

The idea behind this checklist is to diagnose and fix problems, errors and mistakes when things aren't working properly. The point of this checklist is to help users get a better outcome.

For example:

- *37 Steps to Take to Improve Your Sales Letter Conversion Rate.*
- *The Sluggish Computer Diagnostic and Repair Checklist.*
- *27 Mistakes Job Interviewees Make (and How To Avoid Them So You Can Land Your Dream Job)*

Now, let's get you started on...

### YOUR NEXT STEP

In lesson one, your assignment was to choose a topic for your set of checklists. For this lesson, it's time to brainstorm ideas for specific checklists from each of these five types to include in your set.

1. Make a list of all of your ideas related to your topic (popular talking points, things people need to know, main categories, etc.).

*For example, let's suppose you have an idea for a set of website traffic generation checklists. Your list of ideas might include: free traffic methods, paid traffic methods, writing ads, creating content, choosing platforms, testing and tracking, etc.*

2. Determine what type of checklist can be created for each of your listed ideas. Try to brainstorm ideas for multiple categories per idea.

*For example, let's suppose you have an idea for a set of traffic-generation checklists. You might brainstorm the following:*

- *A Procedural checklist, where you list the steps for implementing a specific traffic method (such as Facebook marketing).*
- *A Diagnostic checklist, which users can put to work when they're not getting good results (such as if their email marketing efforts aren't getting the results they expected).*

And so on – the point is to come up with different types of checklist formats for your different topic ideas.

*SIDEBAR: Don't worry, I'm going to actually help you out with this in an upcoming lesson by suggesting ten specific checklists to include to create the ideal set. For now, I want YOU to be thinking about these.*

Go ahead and work on that now, and then I'll see you in the next lesson...

## Lesson Three

# 7 Things To Include In Each Checklist So Users Get The Outcome They Want

You've been learning about the different types of checklists you can create to help solve your user's problem. Now for this lesson, we're going to zoom in and take a look at what types of elements you should include in each of your checklists.

Back in lesson one, I said this...

*When we talk about "checklists," we're not talking about a page-long list of one-sentence points. Instead, these three-to-four-page checklists are more like mini-blueprints.*

We're going to unpack that in greater detail in this lesson as we take a look at seven things to include in each checklist so your users get the outcome they want.

Here we go...

### 1. Steps

If you're sharing a "how to" process, then your checklist should include steps that your user can check off as they complete them. Indeed, if you're creating a procedural checklist, then the steps can form the main framework of the checklist, and you can include the other elements listed below.

*For example, let's suppose your checklist is covering the steps of creating a sales letter. Your steps might include:*

- *Profile the audience so you can understand where they are at and where they want to be, which will allow you to create content that connects with them.*

- *List the features and benefits of the product you're selling so your audience can know how you can help them go from "before" to "after."*
- *Rank the top benefits that you'll focus on in the sales letter so that more space is given to the things that are most important to your audience.*
- *Craft an appealing, attention-getting headline that lets your audience know how you are going to help them solve a problem, reach a goal or enjoy an interest.*

*... And so on. Your user can literally check off each step.*

**NOTE:** Procedural checklists will be formatted specifically in this step-by-step outline. However, each of the different types of checklists can and, in most cases, should include steps to complete in some of the sections.

But since this is more like a mini blueprint, it doesn't need to be simply a set of steps. You'll also want to include the components listed below...

## **2. Tips**

Your checklist should include tips to make it easier, faster or better for the user to accomplish a task. You can add these tips beneath each procedural step you've outlined in your checklist.

*Let's stick with the example above for a sales letter checklist. One of the steps is to craft an attention-grabbing headline. You might then elaborate by including tips such as:*

- *TIP: Put your top two or three benefits in the headline.*
- *TIP: Being specific is more believable than making generic claims.*
- *TIP: Offer hope, not hype, in what you promise to deliver.*

These tips can be as little as one sentence or as long as a complete paragraph. Share as much as is necessary to explain the point in a way that is understandable to your audience.

Next...

### **3. Examples**

Another way to really boost the value and usefulness of your checklist is to include examples throughout the steps.

*Let's go back the example above where one of the tips is to be specific. You can then give an example such as: "Discover How To Drive Your Tee Shot 50-75 Yards Farther And Fly Past Your Golfing Buddies."*

Hopefully, you've already seen throughout this lesson and the previous ones that I use examples. You want to use examples because...

- They help your audience understand the point you are making.
- They help your audience apply the point to their own specific situation.
- They help your audience brainstorm ideas they can use.

As a general rule, always strive to use appropriate examples in every piece of content you create. This would especially apply to the checklists that you are going to create to sell in your package.

### **4. Mistakes**

One way to help your readers shortcut their success is to let them know about the common mistakes people make when they're completing a process, and how to avoid those costly, time-consuming mistakes.

*Once again, let's go back to the example of a sales letter checklist. One of the steps might be to include testimonials for the product. You can then mention that one of the common mistakes is to include all*

*testimonials, even the weak ones. You'd then put people on the right path by explaining that the sales letter should only include the strongest testimonials, such as those that mention specific results or those by well-known personalities in the niche, while avoiding generic testimonials like "you rock!" which offer little real value to the potential customer.*

When it comes to your checklist, remember it's not enough to tell your audience what to do; you also need to tell them what NOT to do.

**TIP:** Whenever you warn your audience of a mistake, always explain how they can avoid the mistake.

Next...

## **5. Details**

The idea behind this component is to provide extra explanation, information, definitions or details about a step, tip, mistake or other component of your checklist.

These will be very specific bits of information that clarify the point you are making.

*Let's continue with the example above where you're creating a checklist for writing a sales letter. One step is to "list the features and benefits of the product you're selling." You can provide additional details by explaining the difference between "features" and "benefits." You can then make it clear that the majority of readers are primarily interested in the results of the product more than the product itself. I.E. They are more interested in their lawn than your lawnmower.*

These "details" are especially important if your audience is unfamiliar with the basics, such as beginners.

## **6. Questions**

This component can be used to help your prospect think more deeply about

an issue, to ensure they've covered all their bases on a particular step, or just to be sure they've taken a step in the best, most efficient and/or effective way possible.

*Once again, let's go back to the sales letter checklist example. Here are examples of the types of questions that might appear in the checklist:*

- *What are the demographics of your target audience (age, gender, income level, etc.)?*
- *How have your competitors positioned their products?*
- *Did you justify the price so your audience knows its value compared to less important things they spend money on?*

A variation of this idea is to include FAQs (frequently asked questions) in your checklist, along with short answers.

Next...

## **7. Ways/Ideas/Swipes**

Your checklist will mention the steps your user needs to take. However, there isn't always just one way to do something. As such, you can provide ways and ideas for your steps.

*For example, a sales letter checklist will include a step on crafting an engaging opener for the letter. You can then provide a list of ways to create an opener such as:*

- *Tell a story.*
- *Ask a question.*
- *Lead with a surprising fact or a popular quote.*
- *Elaborate on what was stated in the headline.*

And so on. The point is to give your user plenty of ideas for ways to take a specific step.

As needed, you can provide details, tips and examples to clarify each of the ideas you list.

*For example, if you list "Ask a question," as an idea, you can then provide a set of examples for the types of questions you might ask in a sales letter opener.*

We've covered our seven crucial elements, but here's one more that will add value to your checklist...

### **Bonus Idea: Visuals**

Not every checklist will include visuals such as screenshots, diagrams, charts and similar items. However, visuals can be useful to illustrate a point, clarify a concept or otherwise make it easier for the user to understand something.

*For example, let's suppose your sales letter checklist talks about the proper way to format a sales letter. You might then show a screenshot of a well-formatted sales letter, as this makes it easier for users to understand what you mean by "well formatted." (Obviously, you'll want to provide extra explanations of what makes it well-formatted, such as the generous use of white space, the eye-catching graphics, the black text on a white background for easy readability, and so on.)*

Now let's wrap things up...

### **YOUR NEXT STEP**

You just learned about the seven crucial elements every checklist ought to include, and one bonus element (visuals) that can really add value to your checklist.

Now it's your turn to put this information to work. Take each of your checklist ideas and brainstorm how you can add these elements to make the document more useful:

- Steps.
- Tips.
- Examples.
- Explanations.
- Ways/Ideas/Swipes.
- Questions.
- Details.
- Visuals.

Go ahead and work on this exercise, and then I'll see you in the next lesson...

***RESOURCE:** Here is a direct link to five content creation checklists that you can review as a model for how to create your own. Take note of the way the various elements from this lesson are included in these examples...*

*<https://earncome.com/freebrandibles/Content-Completed-Five-Checklist-Preview.pdf>*

## Lesson Four

# What An Ideal Set Of Checklists That People Want To Buy Looks Like

Before we take a look at what specific mix of checklists should be included in your package, let's take a brief moment to address price points.

There are a lot of factors that determine pricing such as niche, topic, demand, quantity and so forth. What I want to suggest to you here are two things...

1. As with all information-based products, take a survey of your specific market for comparable offers to use as a gauge for pricing your own offers.
2. As a general pricing framework, let me share my own pricing based on how many checklists are in my typical packages...
  - 50 checklists = \$67.00 (\$1.34 per checklist)
  - 20 checklists = \$37.00 (\$1.85 per checklist)
  - 10 checklists = \$19.97 (\$1.99 per checklist)

Notice that the price per checklist gets smaller as the number of checklists in a package gets larger. The more you buy, the more you save.

*Example: Content Completed is a set of 50 content creation checklists. The set sells for \$67.00 at [www.Earncome.com/content-completed/](http://www.Earncome.com/content-completed/) Take a look at the sales page to see what's included and to see the pricing structure in place.*

You can use my framework as a general basis for your own pricing. Of course, you will want to TEST various price points over time to see which converts best in terms of profitability.

What you want to guard against is devaluing your products by pricing them too low. It would be better to price them competitively and offer occasional sale pricing rather than try to be the “low price leader.”

With that said, let’s get into the main part of this lesson. In most cases, you’re not going to sell just one checklist. Instead, you’re going to sell a bundle of related checklists. Generally, your bundle should include at least 10 checklists, and this bundle should include each of the following specific types of checklists.

*NOTE: These specific types of checklists all fall into one of the categories you learned about in Lesson 2. Specifically, each of these checklists is a Procedural, Discovery, Interrogatory, Connective or Diagnostic checklist.*

Take a look...

### **1. The Ultimate Checklist.**

This is a general overview checklist which will cover the main points of all the other checklists. This is your basic procedural checklist (Step 1, Step 2, etc.).

*Example #1: Let’s suppose you have a set of traffic-generation checklists. Each of your checklists cover one main traffic-generation method such as search engine optimization, Facebook ad campaigns, joint venture marketing, guest blogging and so on. Your Ultimate Checklist would give users an overview of all of these methods (and they can then refer to your other checklists for more details).*

*Example #2: Let’s suppose you have a set of homeschooling checklists. Each of your checklists covers various aspects of homeschooling such as choosing curriculum, setting a schedule, finding a support group, etc. Your “ultimate” checklist will give an overview of all of these additional checklist topics in a step-by-step order. I.E. Step one: Choose your curriculum. Step two: Set up your schedule. Etc. Then, the checklist will point the reader to the other checklists in the series for more details on each particular step.*

Alternatively, you can create a “quick start” checklist that gives users the basics of how to get started with a process.

*For example, a copywriting checklist would give people all the steps they need to take (write a headline, create an attention-getting opener, etc.), with the other checklist giving them more details on each step of the process.*

## **2. The Breakdown Checklist.**

The breakdown checklist is a more detailed checklist for each of the major steps or points from the ultimate checklist.

*For example, the breakdown checklist for a bodybuilding product would include checklists on nutrition, supplements, muscle symmetry, upper body exercises, and so on.*

These Procedural checklists could make up anywhere from three to nine checklists in your bundle (depending on how many steps or points you need to cover).

*For example, if in your ultimate checklist you have outlined a 7-step system for training for an ultramarathon, you could create 7 breakdown checklists with one covering each of those steps.*

## **3. The Mistakes Checklist.**

This checklist goes over the major mistakes that people tend to make when they complete a procedure, and it shows users how to avoid these mistakes. You can organize this as a Connective checklist (with plenty of ways and ideas) or as a Diagnostic checklist.

*For example, you might create a checklist that lists the top joint venturing mistakes and how to avoid them. (E.G., a checklist point might mention sending out proposals that focus on what you get rather than the benefits the prospective JV partner will receive, which is a mistake.)*

#### **4. The Hacks Checklist.**

This is a checklist of additional solutions, shortcuts, workarounds, and similar ideas that don't fit anywhere else within your checklist bundle. You can organize this as a Connective checklist with plenty of ways, ideas and tips.

For example:

- The "Hacks for Social Media Marketers" Checklist.
- The Author Checklist: 27 Hacks for Creating a Bestselling Novel.

Next...

#### **5. The Your First \_\_\_\_\_ Checklist.**

This is a Procedural checklist that walks users through a process to get their first result. For example:

- Your First Disney Vacation.
- Your First 100 Newsletter Subscribers.
- Your First Blog Post.
- Your First 5 Pounds Of Fat Loss.

Next...

#### **6. The Next-Level Checklist.**

This is intermediate and advanced information, or it's targeted at people who want a "next level" experience, event, etc. This can be organized as a Procedural checklist, a Discovery checklist (e.g., helping people decide what sort of experience they'd like), a Connective checklist (with ways and ideas) or even an Interrogatory checklist.

*Here's an example of a next-level experience checklist: The Luxurious Special Occasion Disney Checklist.*

*And here's an example of intermediate or advanced information: "The Advanced Copywriter's NLP Checklist."*

## **7. The X-Day Checklist.**

This is a day-by-day Procedural checklist that shows people how to accomplish a specific goal or complete a specific process.

For example:

- The 15-Day Product Launch Checklist.
- The Four-Day Disney Trip Checklist.
- The 5-Day Home Educator's Checklist.
- The 7-Day Marathon Training Checklist.

The difference between this and a basic step-by-step checklist is that this one is tied to a specific time period and breaks things down in incremental chunks. Think of it as a sort of planner, schedule or calendar checklist.

Next...

## **8. The Faster Results Checklist.**

This is a productivity checklist with shortcuts and tips to get great results faster (without sacrificing quality). You can organize this as a Connective checklist (with lots of ideas), a Diagnostic checklist (to help people uncover where they're hitting speedbumps), or even an Interrogatory checklist (to check that users have implemented these ideas).

For example:

- The "Write a Great Novel in One Month" Checklist.

- The Busy Mom’s Checklist for Rocking Your Job, Keeping a Clean House, and Raising Healthy, Happy Children.

Next...

## 9. The Resources Checklist.

This is an Interrogatory checklist working through a set of resources related to your topic.

For example, let’s suppose you’re helping people set up a new website. You might ask questions like this:

- Have you watched the setup video at \_\_\_\_\_?
- Did you register your domain at \_\_\_\_\_?
- Did you use the brainstorming tool at \_\_\_\_\_?
- Did you read the blog post article at \_\_\_\_\_?

As you can see, each point in the checklist leads the user to a specific resource. You should also include an explanation of what the resource is and why your readers should use that particular resource.

*TIP: When possible, direct them to YOUR resources or resources that you are able to embed with your affiliate referral link. This could lead to additional earnings for you.*

Next...

## 10. The Decision Checklist

The idea behind this checklist is to walk people through a process to help them make a decision. As such, this can be a Discovery checklist, and, in places, it may look more like a worksheet.

For example:

- You might offer a Decision checklist that helps marketers choose a niche to serve.
- You might offer a Decision checklist that helps a family decide what sort of vacation to go on that fits within their budget.

Now let's wrap things up...

## **YOUR NEXT STEP**

You've been thinking about the different types of checklists you can create for your specific niche. Now it's time to start planning your package.

Complete the following steps:

1. Determine exactly how many checklists you'll include in your bundle. My recommendation is at least 10. For more "profit per transaction," consider creating 20+.
2. Brainstorm how to include all 10 of the checklists mentioned above – be specific about what you'll share in each checklist.

Go ahead and work on this exercise, and I'll see you in the next lesson...

## Lesson Five

# The Five Essentials For Flawless Execution Of Your Checklists

At this point, you should have some really great ideas for the types of checklists you'd like to sell in your package. Now it's time to start creating them. But heads up...

You need to create high-quality checklists with the goal of helping your users reach the desired outcome as quickly and smoothly as possible. If you nail that goal, then two things happen:

- 1. Users will refer to your checklists again and again (meaning they'll see your recommended offers and calls to action – more on this later).*
- 2. Customers will buy from you again and again because you genuinely helped them, and they trust you and the quality of your products.*

Both of these are good outcomes. 😊

So, how do you create these sorts of checklists? Answer: you need to be sure each checklist possesses the following five essentials:

1. Purpose
2. Priorities
3. Precision
4. Practicality
5. Pointed

Let's look at each of these in more detail...

### **Essential #1: Purpose.**

Before you write a single word of your checklist...

*You need to define a clear objective for it.*

That is, what do you want your users to know and/or do once they've completed the checklist?

You may have a couple different objectives in mind, but the key to a good checklist is to select one primary purpose (and then craft your checklist around that objective).

For example:

- *You want your users to be able to quickly and easily set up a WordPress blog.*
- *You want your users to be able to diagnose and repair common conversion problems on a website.*
- *You want your users to have a step-by-step blueprint for choosing their year one homeschool curriculum.*

Bottom line: Build out your checklist so that users accomplish one primary objective as a result of following your instructions.

Next...

## **2. Priorities.**

You've got your objective – now you need to take into consideration what the important details are to help users achieve their goals. Once you've determined what they are, then focus on those details and leave out the fluff.

*For example, let's suppose you have a bodybuilding checklist. While telling stories can be a great way to connect with an audience, the checklist isn't the place to do it. Leave your "embarrassing gym stories" and other fluffy details out of your checklist and focus on the*

*step-by-step procedure, tips and examples that are most important to helping users achieve their goals.*

Because a checklist is different than other information products, it's important that you use the minimum amount of information to thoroughly explain the process.

Which brings us to...

### **3. Precision.**

The third essential element of your checklist is that it must be precise.

*This means you share specific details, not generalities.*

These details should enable your users to pick up your checklist and complete a specific process.

Be sure to tailor your checklist to your user's level (beginner, intermediate, advanced).

- Beginner and intermediate information generally requires more explanation and steps. They don't necessarily know the basics, so you need to make these clear to your users.
- Meanwhile, a checklist for an advanced user may list a step (so that the user doesn't forget to complete it), but you don't necessarily need to explain the step if your advanced user has experience with it already.

Be specific in your details. Be specific for your audience.

*For example, let's suppose you have a checklist aimed at beginners on the topic of setting up a WordPress blog. These users have never set up a blog before, and they generally don't have much technical knowledge. This means you'll need to be extremely precise and detailed with your steps.*

*One step is to "Create a database for WordPress on your web server." This is enough information for an advanced user who's comfortable with techie stuff, but it's going to leave a beginner confused. As such, your beginners will need a mini checklist of steps within the overall checklist detailing exactly how to create this database.*

Here's another example...

*Let's suppose you have a bodybuilding checklist. A checklist step such as "Clean up your diet" is too general to be useful. You need to be more precise and list the steps the user needs to take to start eating more cleanly (e.g., share specifics such as, "focus on unprocessed whole foods such as chicken breast...").*

Generalities are un-helpful. Specifics are helpful. Since your checklist is supposed to be helpful, I think you understand what kind of information needs to be included in the checklist, right? 😊

Next...

#### **4. Practicality.**

The fourth essential component is that your checklist needs to be practical.

*That means it needs to include reasonable, realistic steps that the user can complete in a relatively short amount of time.*

**IMPORTANT:** If the user can't complete a particular step quickly, then that step should be broken down into multiple "bite size" steps.

This not only makes your checklist practical, it also makes it more precise and less overwhelming/confusing for the user.

Let me give you an example...

*Let's suppose you're teaching people how to start up a business selling information products. One checklist item might be to "Create a lead*

*magnet report.” However, that’s not very practical. You’ll want to break this process down into smaller steps, including:*

- *Research the market.*
- *Select your topic.*
- *Outline the report.*
- *Write the report.*
- *Proof/polish the report.*
- *Select a great title.*

Naturally, each step will have additional tips and information as required for your audience.

While you want to avoid adding “fluff and filler,” you do want to include all essential information that users will need in order to accomplish their intended objective.

But, it also needs to be...

## **5. Pointed.**

Keep in mind that you’re creating a checklist, not an in-depth guide. At most, this checklist should be about three or four pages long. That means your checklist needs to be to the point... I.E. brief.

If you’ve followed the other steps – such as focusing on the important details – then you’re on the right track because you’ve avoided fluff and filler.

***NOTE:** You’ll want to look at places where you can tighten up your writing. In other words, don’t say in 50 words what you can just as easily say in a tight 25 words. If you find your checklist includes long sentences and paragraphs, then it’s time to edit ruthlessly and remove anything that’s unnecessary.*

Here's the formula...

*One objective + minimal steps + essential details = your checklist*

Now let's wrap things up...

## **YOUR NEXT STEP**

It's time to take a look at the checklists you've created so far. Ask yourself the following five questions about each checklist you create:

- Does it have a clear purpose?
- Is it practical?
- Is it focused on the right priorities?
- Is it precise?
- Is it pointed?

If you answer "no" to any of those questions, be sure to tweak that checklist until you can confidently answer "yes" to all five questions.

If you haven't created any checklists yet, then be sure that you can answer "yes" to all of these questions by the time you finish creating your first checklist.

Meanwhile, I'll see you in the next lesson...

## Lesson Six

# How To Brainstorm Ideas, Research Points And Organize The Perfect Checklist

It's time to get down to the nitty gritty of creating your checklists. This process consists of the following three steps:

1. Brainstorming.
2. Researching.
3. Organizing.

Let's take a closer look at each step...

### **Step One: Brainstorming.**

Your first step is to brainstorm what you want to include in your checklist. If you've been following along with these lessons and completing the assignments, then this step should be fairly simple for you.

Here's a recap of what you need to do:

- Decide how many checklists you'll include in your package (this is going to depend on how many subtopics you're covering).
- Determine how to include all 10 types of checklists as outlined in Lesson #4 (e.g., *The "Your First \_\_\_\_\_" Checklist*).
- Decide how each of your checklists should be formatted. (Review Lesson #2 – e.g., a Procedural checklist, a Diagnostic checklist, etc.)

Once you have this structure in place, then you can begin brainstorming exactly what you'd like to include in each specific checklist. Ask yourself these questions in this mini-worksheet:

1. What is the main objective of this checklist? .....

.....

2. What specific steps do you need to share to meet this objective?

.....

.....

.....

.....

3. What tips and examples do you need to share to meet this objective?

.....

.....

.....

.....

4. What other information does your user need to know?

.....

.....

.....

.....

5. Are there any visuals that will enhance this checklist? .....

.....

***NOTE:** Be sure to use the previous mini-worksheet for EACH checklist you create in your package.*

Next...

### **Step Two: Researching.**

Now it's time to research the process to be sure you're not leaving out any crucial steps or information. You'll also want to do your research to be sure that all your information is factual/accurate.

*Sidebar: Obviously, if you already have extensive knowledge and enough experience to create the content for your checklists, you may skip "research" for it. That said, it's always good to do some basic research in order to ensure you don't leave out useful tips, ideas, and the latest/current information.*

Here's how to do this research:

1. Research similar paid products, including checklists, as well as how-to guides. (You can get plenty of ideas just by looking at the sales letters and tables of contents of similar products.)
2. Run a Google search to check free resources on the same topic. E.G., "How to \_\_\_\_\_," "\_\_\_\_\_ tips," "\_\_\_\_\_ articles" and similar searches. Place your keyword(s) in the blanks.

*Example: "How to build an email list," "list-building tips," "list-building articles."*

3. Check other reputable sources. For example, you can do research using Google Scholar, which will enable you to find relevant academic journals.

In all cases, be sure you're sourcing information from well-known experts and other credible sources (like news organizations, universities, known experts in your niche, etc.).

*For example, if you're looking for information about dieting, then gather nutritional information from reputable sources such as WebMD, registered dietitians, and well-known weight-loss experts. Avoid getting information from obscure blogs, those pushing fad diets, etc.*

Finally...

### **Step Three: Organizing.**

Now that you know what you want to include in your checklist, it's time to organize the information. How you do this depends on the information you're sharing. Here are four ideas for ways to organize your checklist:

#### *1. Chronological.*

If you're sharing "how to" information (such as a Procedural checklist), then you'll share the information in chronological order. This means you'll share the step-by-step information in the exact order the user needs to take these steps.

After you've created the step-by-step structure, then you can insert your details, examples, tips, questions and other information alongside the appropriate step.

*For example, if one of the steps in a dieting checklist is to substitute healthier ingredients and methods of cooking in one's favorite recipes, then you'd provide a list of exactly what substitutions should entail. (E.G., "Remove the skin from chicken before baking.")*

#### *2. Beginner to advanced information.*

Sometimes you'll provide information that doesn't naturally fall into a step-by-step format. In these cases, you may start with beginner-level information and end with your most advanced information.

*Example: A copywriting checklist may start with the basics of creating benefit-driven copy and end with advanced tips on testing and tracking.*

### 3. *Easiest/fastest to implement to most difficult/longer to implement.*

The idea here is to start with information that will give your users a “quick win” and include steps that take longer to implement later in your checklist.

That’s because encouraging people to take action on information that will provide quick results will get them excited about the information and build momentum.

Once they see results, they’re more likely to move forward and keep implementing the information you’re sharing.

*Example: Let’s suppose you have an Ultimate Checklist which covers traffic-generation methods. You can start with methods that are fairly easy to implement, such as Facebook advertising. This method lets people start seeing results within an hour of starting a campaign.*

*On the other hand, search engine optimization takes time to fully implement, as people need to restructure their site, research their keywords, create optimized content, etc. Thus, you’d include this information at the end of the checklist, as it will take time for people to implement and start seeing results.*

### 4. *Best tips listed first and last.*

If the information you’re sharing doesn’t neatly fit into one of the other frameworks mentioned above, then you can list your tips and information in just about any order.

However, you’ll want to list one of your very best tips right at the beginning, one of them right in the middle of the checklist, and then end the checklist with one of your best tips.

The reason for doing this is because...

- It impresses your users immediately and keeps them reading.
- Soon they'll run into another of your best tips (preferably something they've not heard anywhere else) which again keeps them reading.
- And finally, you'll close with an amazing tip which leaves your user completely satisfied.

Now let's wrap things up...

## **YOUR NEXT STEP**

Now it's time to create your checklists. Remember, you need to complete the above steps for EACH checklist in your package. So, your assignment is as follows:

1. Select one checklist to complete in the next 48 hours or less. Follow the steps above to brainstorm, research and organize your checklist.
2. Create a calendar that details exactly when you'll complete all the other checklists in your bundle (and then commit to sticking to this plan).

*NOTE: You don't necessarily need to create these checklists yourself. If outsourcing this task appeals to you, then you'll definitely want to check out the next lesson...*

## Lesson Seven

# Getting Other People To Prepare Exclusive Checklists For You (That You Sell)

You've planned your checklists, and now it's time to actually start creating them. While you certainly can create them yourself, the good news is that you don't have to. Instead, you can hire a skilled writer to do it for you.

*TIP: Don't know how to set up a website for your new checklist business? You can outsource this task too! You can use the same basic steps outlined below to find a web developer who will set up your site with your sales page, download page, contact page and so on.*

Here are the steps for finding and hiring a freelancer to create your checklists:

- Step 1: Prepare Your Project Brief
- Step 2: Post Your Project
- Step 3: Pinpoint the Best Freelancer
- Step 4: Partner With the Freelancer

In a nutshell:

*What you'll be doing is finding a qualified freelancer to do the work for you by using a third-party platform where projects like yours are outsourced.*

Now, let's look at these steps in more detail...

### **Step 1: Prepare Your Project Brief**

The first thing you need to do is write a description of your project. This description will...

- Serve as the ad you place on the freelancing site (which will help you attract the best freelancers for the job).
- Serve as the overview for your freelancer to use to create your checklists (which will help ensure your project is completed to your satisfaction).

As such, this needs to be a detailed description so that your freelancer doesn't need to guess about what you want.

Here's a sample project description template you can use. Be sure to tweak it according to your specific needs:

*Wanted: A skilled writer to create a set of [number] checklists on the topic of [overall checklist topic].*

*You should be a skilled, experienced writer with knowledge about [niche topic]. You should be able to organize large amounts of information into a step-by-step format and present it clearly and succinctly so that a reader can take what you've written and use it to achieve a specific objective.*

*Length: Each checklist will be approximately three to four pages long, so the total page count for this project will range from [low end] to [high end]. This works out to approximately [low word count] to [high word count] words for the project.*

*Here are details of the [number] checklists:*

*Checklist 1, working title: [insert working title]*

*Objective: [list your objective]*

*Outline: [present a detailed outline of the steps and information you want included]*

*\*\*\* Include a title, objective and outline for each of the checklists to be created for this package. \*\*\**

*All checklists should be formatted [explain specifically how you want them formatted – provide a screenshot if possible].*

*The budget for this project is: [insert your budget range].*

*Delivery deadline: [insert when you'd like these checklists completed].*

*If you're a skilled, organized writer who can present high-quality work on time and on budget, then please bid on this project!*

Once you've created your project description, then move on to the next step...

## **Step 2: Post Your Project**

Now you need to post your project on one or more freelancing sites.

*TIP: You may decide to hire multiple freelancers at first, test them with small projects (one or two checklists), and then use your favorite freelancers going forward to create your future checklist bundles.*

Here are sites where you can post your projects:

- [www.upwork.com](http://www.upwork.com)
- [www.freelancer.com](http://www.freelancer.com)
- [www.guru.com](http://www.guru.com)
- [www.contena.co](http://www.contena.co)
- [www.freelancewritinggigs.com](http://www.freelancewritinggigs.com)

NOTE: There are other ways to find writers, such as by searching Google, asking colleagues and similar. However, for our purposes we're going to stick to the tried-and-true method: using freelancing sites.

Next...

### Step 3: Pinpoint the Best Freelancer

If you post a good job description and offer an attractive budget (in line with what others are offering, or more), then you're going to have plenty of writers clamoring for your job. Your next step is to do your due diligence so that you select the best freelancer to meet your needs.

Walk through these steps:

1. Check the freelancer's portfolio. Be sure they produce well-written, well-researched and engaging content.
2. Review the freelancer's ratings and feedbacks. This only applies to freelancers you find on a freelancing site.
3. Research the freelancer's name and business name in Google. Look for red flags such a pattern of complaints from customers and business partners.
4. Compare the freelancer's pricing. If you set up a project on a freelancing site, then the freelancers will all be bidding within your specified range.

*TIP: Don't pick the cheapest freelancer. Instead, compare their pricing by looking at what they offer (such as their years of experience) versus other freelancers.*

5. Ask about references. Then follow up with these references to find out more about their experiences with the freelancer.

Here's what you're ultimately looking for...

*A freelancer with an established history (at least a year or two) of producing high-quality work for clients.*

Avoid new writers, even if they bid low, because these untested writers may be more trouble than they're worth (missed deadlines, poor quality work, etc.).

Once you've selected the best freelancer for the job, then move on to the last step...

#### **Step 4: Partner With the Freelancer**

Once you've selected your freelancer, then your next step is to provide them with any additional details to help them create a great result for you. This includes:

- Sharing your expectations (such as how often you'd like an update).
- Providing any additional info they need to complete the task.
- Encouraging them to ask any questions.
- Signing an agreement that lays out the scope of the project, payment info and delivery deadlines.
- Giving them your best contact information.

As the project progresses, be sure to offer praise when warranted. Also, be sure to hold up your end of the bargain with prompt payments.

Now it's time to wrap this up...

#### **YOUR NEXT STEP**

Your assignment for this lesson is decide exactly what you're going to outsource and then complete the following:

1. Create a detailed project brief using the template above.
2. Post your project on one of the recommended freelancing sites.
3. Select the best candidate for the job.
4. Complete the project by interacting with the freelancer as previously

described.

One final thing...

*NOTE: Of course, you don't have to outsource the creation of your checklists. You can certainly write them yourself. This is an optional lesson/step to use if you want to speed up the process or would rather someone else handle the writing process for you.*

## Lesson Eight

# 5 Costly Blunders That Are Easily Made But Easily Avoided (By Simple Tweaks)

If this is your first time creating sellable checklists, then you're more likely to make costly and/or time-consuming mistakes.

These are the sort of mistakes that can cause you to quit the business altogether (out of frustration) or create the sort of "low-quality" reputation you don't want in your niche.

Neither of these are good. What is good is this: you're about to discover five common blunders and how to avoid them. Here they are in no particular order...

### **Mistake One: Neglecting to Optimize The Checklist**

Here's the big question:

*Does your checklist really help users meet their desired objective?*

The only way to answer this question is if you use, test and refine the checklist to be sure it provides exactly the right amount of steps and details to help users achieve their goals.

Now, at a minimum, you should use the checklist yourself to see if it works. But if you're an expert, there's a chance you won't realize something is missing from the checklist or something is confusing.

That's why you'll want to recruit beta testers to run the checklists through their paces and give you feedback about what works, what doesn't, and what needs improvement.

By doing this, you'll find out where the "disconnect" points are so you can

correct these and thus avoid your actual users getting stuck in the process.

## **Mistake Two: Presenting it in a Bland Way**

People really do judge based on appearances, and your checklists are no different.

*If a prospect sees a screenshot of a plain-text, bland checklist, they're not going to be overly impressed.*

Maybe they'll be so unimpressed that they won't even buy your product. And if they do buy it and open up this plain document, they may not feel much motivation to read it, print it, and/or use it.

So, let's avoid that.

You can create the instant perception that the customer has their hands on high-quality, professional information by formatting your checklists in a visually appealing way. Keep these tips in mind:

- *Be sure the checklist is printable.* While you want your checklist to look good, you don't want to make your customers use a gallon of ink just to print it. As such, find a balance between great design and easy printability.
- *Avoid plain text.* The point is to include a header, footer, and graphical elements as necessary to create an attractive document.

*For example, instead of using regular bullet points in bulleted lists, use other graphical elements such as light bulbs (if it's a list of ideas), exclamation points (if it's a warning list) or similar.*

- *Hire a pro.* If you don't have the skills to lay out and design your checklist in a professional way, then hire a professional designer to do it. You can post a project on Fiverr.com, upwork.com, freelancer.com, or similar.

Once you have a great template, then you can tweak it and use this design for all the checklists in your bundle, as well as future checklists you create.

### **Mistake Three: Not Proofing Thoroughly**

Plenty of product creators make the mistake of running their eyes over the completed checklist once and then preparing to release it to the public.

But here's the thing...

*We're often so close to our own work that  
we can't see our own mistakes.*

That's why you should have someone else proof your work. Ideally, this person should be a pro, such as professional proofreader you hire from [upwork.com](https://www.upwork.com) or another freelancing site.

If you don't hire a professional proofreader, then ask a knowledgeable and trusted colleague, friend or family member to proof it.

As a last resort, you can proof it yourself. If you choose this route, then set your checklists aside for as long as possible – one or two weeks, preferably – before you proof them.

This lets you view the document with fresh eyes, which will help you catch the errors (as opposed to your brain reading it the way you think it's written, which may not reflect reality).

Here's the next blunder to avoid...

### **Mistake Four: Creating Something Your Audience Doesn't Want**

There's nothing worse than spending time and/or money creating a product, only to have it epically flop in the market.

Ouch.

That's why you'll want to make sure there is a demand in your niche for the

particular topic around which you're creating your checklists.

HINT: The best way to tell if someone will buy a product is to research whether they're already buying something similar.

To that end, search for information products on your topic to see if people are buying related information. This information could be in the form of checklists (which is a great confirmation that there is a demand), but you'll also want to look at other information products such as courses, ebooks/reports, membership sites and similar.

*For example, if people in your niche are buying reports on how to set up and monetize a blog, then they'll probably be interested in getting a set of checklists on the same topic.*

To find out what's already selling in your market, search for keywords related to your topic at...

1. Clickbank.com
2. Udemy.com
3. Amazon.com

And now the final blunder on our list...

### **Mistake Five: Not Planning Your Sales Funnel**

As you're planning and developing your checklists, you need to be thinking ahead.

*You can't create these checklists in isolation.*

Why not? Because simply selling a set of checklists is not going to generate maximum benefits for your audience or maximum profits for your business.

Your checklists will not help users solve every niche problem, reach every niche goal and/or enjoy every niche interest. Users will need more products.

Here are the two revenue streams you should be planning at the same time as you plan your checklists:

1. *What will you sell from within the checklists?*

These should be products or services that are directly related to what you're teaching in the checklists.

*For example, let's suppose you're selling checklists to help beginner bodybuilders get started. You might sell additional information on the backend (such as an in-depth course, exercise/lifting videos and similar), access to a private group, personalized coaching or even physical products like whey protein and weight benches.*

2. *What will you sell to those who buy your checklists?*

If you're selling your checklists directly to the end user, then you can sell related products and services (as mentioned above). If you're licensing your content to others, then you'll want to promote other licensing offers (these could be additional checklists, or other products such as PLR ebooks).

The point is, you need to be planning everything in your sales funnel at the same time, so you can create a related suite of offers.

*TIP: Download The Funnel Formula at [www.Earncome.com/the-funnel-formula/](http://www.Earncome.com/the-funnel-formula/) for help with this.*

Now that you know these common mistakes, it's time to ensure you don't make them by taking...

## **YOUR NEXT STEP**

For this assignment, look over the five mistakes above to be sure you're not making any of these blunders with your checklists. Ask yourself:

- Did you test and refine your checklists to be sure they work?
- Are your checklists professionally designed and visually appealing?
- Are your checklists thoroughly proofed to eliminate spelling errors, poor sentence structure and similar?
- Does your audience want what you're selling?
- What will you sell on the backend for additional audience help?

Go ahead and work through these questions, and I'll see you in the next lesson...

## Lesson Nine

# 7 Ways To Build In Automatic “Bonus Bucks” For Each Checklist You Create

Now that your checklist bundle is ready to go, your next step is to strategically put in place a few things that are designed to increase your profits by offering additional benefits to your audience.

Read on to discover seven of these “*help more, profit more*” keys...

### 1. Create a Lead Magnet

You’ve got a set of checklists, with anywhere from 10-20 checklists in the set. What you can do to promote the entire package is give away one of your checklists as a lead magnet. You can then promote the full package on the backend.

This will help you provide genuinely helpful content for your audience at no charge and additional benefits for those who have the budget and interest to purchase all of your checklists.

Here are tips for maximizing this strategy...

- Give away one of your best checklists, which will help and impress prospects, which will make them more eager to purchase your complete package.
- Embed your call to action at the bottom of the lead magnet so it naturally points toward the package.
- Create an email follow-up sequence to help showcase the additional benefits of the full package so more of those who download the free one will opt to purchase the additional ones.

***NOTE:** If you have a larger package of checklists (Ex. 50 checklists), then you can give away a larger number of free excerpts (Ex. 5 checklists) as your lead magnet.*

Next...

## **2. Insert a Call-To-Action (CTA)**

The idea here is to embed a call-to-action and a link at the close of each checklist. This can be a text-based CTA, or it can be an image. You can put it within the checklist itself, or you can put it in the footer of your checklist. This call to action can sell another set of checklists, or it can sell a related product.

For example:

- *A call to action at the end of a gardening checklist might sell a pest-control report.*
- *A call to action at the end of a weight-loss checklist might sell access to a group-coaching and support forum.*

Let's be sure we're on the same page here...

1. When you give away a free checklist (as in tip #1), then your call-to-action (CTA) would be for the full set of paid checklists.
2. When you sell your set of paid checklists, then your call-to-action (CTA) would be for a related product.

**TIP:** Don't have your own additional products? That's okay. You can promote someone else's product in this space with your affiliate link embedded to earn a referral commission.

Next...

## **3. Embed Examples**

The idea here is to use a “soft sell” by embedding product examples inside the content, and then including a link to that example.

*For example, let’s suppose you’re selling a set of copywriting checklists. You might share a tip about how to create a really good headline. You can then link to a sales page with a headline that demonstrates the tip you shared. This sales page, of course, will promote something of interest to your audience (such as another copywriting product).*

**TIP:** Use this strategy of embedding examples sparingly in your content. If you do it too much, your checklist is going to start looking like an advertisement. And if your content starts to feel more like an ad, it’s going to decrease the perceived value of the checklist (and create customers who aren’t very satisfied with the offer).

The rule of thumb is this:

*Your content should primarily help your audience  
and secondarily help your business.*

In other words, the main thing you should deliver in your set of checklists is undiluted, uncluttered information to help them solve their problems, reach their goals and/or enjoy their interests.

Here’s the next idea...

#### **4. Create Related Sets**

The idea here is to create a related set of checklists over time (I like to create seven checklist bundles for this strategy). Then what you do is sell the “Ultimate” checklist from each set as a package and promote the seven full sets on the backend.

Let me give you an example of this...

*EXAMPLE: Let’s suppose your niche is digital business. You could create these seven sets of checklists over time...*

- 20 product creation checklists
- 20 email marketing checklists
- 20 traffic generation checklists
- 20 sales funnel checklists
- 20 business growth checklists
- 20 social media checklists
- 20 joint venture checklists

*After you have created these sets, take the "Ultimate Checklist" from each of them (7 checklists total) and either sell or give away this package. At the end of each of the seven checklists, place a CTA for the corresponding related checklist set. E.G., At the bottom of the "Ultimate Product Creation Checklist," promote the full set of 20 product creation checklists.*

Creating related sets gives you two incredible ways to generate additional benefits for your audience and profits for your business...

1. Through the sets themselves. That is, instead of your audience purchasing one set of checklists, they can purchase all seven of them over time.
2. Through the "Ultimate" set. When you bundle the set of 7 ultimate checklists, this too will provide additional audience help and business sales.

*TIP: This strategy is a good illustration of why you should be planning your overall sales funnel (rather than creating a single product in isolation).*

Here's another "help more, profit more" key...

## **5. Utilize an Upsell**

Another way to quickly and easily make more money with your checklist package (and provide more useful information for your audience) is to insert an upsell on the order form. This is a great place to generate more sales, as

your prospect (soon to be customer) is already in a buying mood. All you have to do is offer something for them to add something to their order.

*For example, if you're selling a set of dieting checklists, you might offer one of these items as an upsell:*

- *A set of related checklists, such as exercise helps.*
- *Group or personal coaching to help them make the most of the information inside the checklists.*
- *An in-depth dieting course.*
- *A set of low-calorie recipes and meal plans.*
- *A meal-planning app.*

Here's another good way to boost benefits and profits...

## **6. Promote on the Download Page**

Again, this is about offering related products and services, this time on the thank you/download page, which is where the customer goes to download the checklist bundle that they just purchased.

Here again, you have a customer who's in the buying mood – so all you have to do is put a related offer in front of them.

*For example, if you're selling dog-training checklists, then you might upsell videos that show a trainer implementing the methods discussed in the checklist.*

What is great about these kind of promo placements is you don't have to try to coerce your audience to buy something they don't want or need. You simply make the offer available and let them choose for themselves if the additional product is a good fit or not.

Of course...

*You can help this be a better fit for them by offering a special discount on the additional purchase.*

So, consider offering special pricing or a free incentive when your checklist customer opts to buy your upsell.

Here's the next idea...

## **7. Create a Customer Mailing List**

*Once someone has purchased your bundle of checklists, the first thing you want to do is put them on your customer mailing list.*

You can then upload an evergreen series of emails that will provide useful content (IE articles) and sell related products on the backend.

This is a hands-free way to sell more products (and more expensive products) to your existing customers so they can get additional help related to their desired outcome.

Learn this...

*There is no single product that can provide everything your customer will ever need.*

There will always be additional types of content that can be helpful such as...

- Templates
- Checklists
- Worksheets
- Videos
- Licensed content
- Done-for-you services
- Technical support
- Coaching
- Software/tools

And so forth.

Then, there will always be related TOPICS that are helpful to your audience.

*EXAMPLE: Someone who is interested in losing weight and getting healthy needs training and tools related to dieting, exercise, motivation, metabolism, meal-planning, nutrition, recipes and so forth. And within those categories, there are sub-categories.*

The point is, there is always MORE and ONGOING help you can provide your audience over the long term. Some free. Some paid.

And THE best way to make this help available to your audience over time is through an email list where you regularly send out mailings to connect with them.

Now let's wrap things up...

## **YOUR NEXT STEP**

It's time for you to do some planning. Your assignment for this lesson is to go through each of the seven "help more, profit more" methods above and brainstorm how you can put them to use with the bundle you're creating.

NOTE: Be as specific as possible.

*For example, for the method where you use product examples to soft-sell that product, be specific about WHAT product and examples you'll use. Or for the method of inserting an upsell, be specific about what (exactly) you'll promote as an upsell.*

Go ahead and work on that, and then I'll see you in the final lesson...

## Lesson Ten

# Going Big: Turning Simple Checklists Into A Thriving Business

As you already know, you shouldn't be creating your checklists in isolation. That's because a checklist bundle isn't just a money-maker for you – it can become the basis of a thriving business.

***Your checklist set is your first step towards a thriving business.***

The question is, how do you turn your simple checklists into a business? The key is to do it over five stages which include:

- Start With a Big Topic.
- Expand Into the Big Three Topics
- Create Your First Course
- Develop More Products
- Expand Into Related Niches

Take note that this isn't something you do overnight. Rather, this is something you'll do over time.

However, you'll want to be planning these five stages as you plan your very first checklist.

First, I'll explain the five stages, and then I'll show you how to pull it all together and cross-promote your checklists and other products. Take a look...

### **Stage One: Start With a Big Topic**

The first key to this strategy is to choose your biggest overall topic and then create your first checklist around this topic.

*For example, let's suppose you're going to create checklists for runners who want to successfully complete a 100-mile ultramarathon. For your first set of checklists, you'd choose the big topic – generally, that's how to set up a training program to prepare for race day.*

Next...

## **Stage Two: Expand Into the “Big Three” Topics**

Once you've got your “big topic” checklist package created, and you're already selling it, then you'll want to expand into the “big three” topics in your market.

*Let's continue with the ultramarathon example. If completing the 100-mile race is the big topic, then you might choose the following related topics for your next three sets of checklists:*

- *Nutrition Success: Fuel And Hydration Essentials*
- *Recovery And Rest Protocols (with Preventing And Treating Injuries)*
- *Advanced Performance Secrets For Faster Times And Stronger Races*

Once this stage is complete, then you can move on to the third stage of this system...

## **Stage Three: Create Your First Course**

While your checklists are extremely useful, they are also succinct (just three to four pages each). That means that there is still plenty of useful, in-depth information that you can share on each topic.

And that's exactly what you're going to do at this stage, as you'll take one of your checklists and use it as an outline for a full-blown course.

*For example, let's suppose you have seven main steps listed in a*

*checklist that teaches users how to complete a 100-mile ultramarathon. You can turn each of these seven steps into an in-depth lesson.*

*For instance, where a step from your checklist might be "Complete different types of training runs," your lesson would expand on the idea to:*

- *Teach users exactly how to organize different types of training runs (steady-state, fast-finish, easy runs, long runs, recovery runs, etc.)*
- *Offer examples of each type of training run so that your instructions are clear.*
- *Provide templates, schedules, and calendars so that users can create their own plan for training runs.*

*You'd then provide this sort of in-depth information on the other six steps of your checklist.*

Depending on your niche, any bonuses you include (such as group coaching) and how long the course is, you can charge a premium price for it such as \$97 or more.

Now the next stage of this profitable process...

#### **Stage Four: Develop More Products**

The idea here is to expand your business and your profits by creating either more courses or more checklist sets on niches within the market.

*For example, you might create a "perfect racing weight" course based on the nutrition checklists, or you might expand into related topics, such as how to run for profit or to support a charity/cause.*

These additional products can be in the form of courses, membership sites, toolkits, resource sets (such as worksheets, cheat sheets, templates, etc.),

ebooks or any other kind of information products.

*TIP: You can also include physical products that you either dropship or promote as an affiliate for a commission.*

And then the last stage...

### **Stage Five: Expand Into Related Markets**

At this point, you've created quite a few products in the same niche. Now you're going to want to expand into related markets and repeat the whole process.

*Let's continue with the ultrarunning example. Here are some markets you may expand to:*

- *Travel For Runners. Most ultramarathoners love to participate in races in other locales and take "runcations" to explore popular trails and terrains when on family trips.*
- *Running As A Business. Whether it is getting sponsored, race directing, creating digital information products about running or some other option, many runners would likely be interested in monetizing their sport.*
- *Success/Self-Growth. Runners are interested in time management, goals, motivation/mindset, discipline, inspiration, focus and other topics related to pursuing and reaching their objectives.*

Now that you know what each stage of the system looks like, let's take a quick look at how to make it beneficial to your audience and profitable for your business...

### **Pulling It All Together**

As you create more and more content for your business, you'll want to create a sales funnel consisting of four parts...

1. Freemium Offer (AKA lead magnet), a free offer to get people into your sales funnel.
2. Frontend Offer (AKA tripwire offer), a low-cost offer to turn prospects into paying customers.
3. Foundational Offer (AKA core offer), your flagship, high-ticket offer.
4. Finishing Offer (AKA backend offer), an additional offer to turn your customer into a repeat buyer.

At each stage, you will help your audience make progress toward their desired outcome. Each offer should further move your audience from “before” to “after” in the pursuit of what they want.

*Your typical customer isn't going to come to you with one small problem that you can solve with one simple product.*

Instead, they are going to have an ongoing need for solutions, resources and tools in the niche to solve their problems, reach their goals, and/or enjoy their interests. That's why you'll want to put all of your content into a simple, straightforward path for your customers to progress through.

***NOTE:** For a full 10-lesson course on creating 4-part sales funnels, visit [www.Earncome.com/the-funnel-formula/](http://www.Earncome.com/the-funnel-formula/)*

Let's look at what it might look like for your funnel so you can see how to set things up, and how doing so generates more benefits for your audience and profits for your business...

- Give away one checklist (from your “big topic” bundle) as a free offer (lead magnet).
- Use an autoresponder series to promote the full checklist bundle to those who took advantage of the free lead magnet offer.
- Insert an upsell on the checklist bundle order form for your related course or checklists.

- Promote your related checklist bundles and courses within your various checklists.
- Promote your related offers on your download pages.
- Create a customer autoresponder series where you promote your other checklist bundles and courses.
- Promote your other “big three” checklists using the same method as outlined above (e.g., use one checklist as a lead magnet and cross promote your related offers).
- Give away other free content (Ex. lesson excerpts from your courses) to continue providing no-cost help and presell your paid products.
- Promote everything using your standard traffic methods such as paid advertising, starting an affiliate program for your products, social media marketing, guest blogging, and similar.

In other words, every time you communicate with your prospects and customers (i.e., when you send them out helpful, free content and so forth), you should be promoting the most relevant offer.

Do you know how this robust business begins?

*By creating your first checklist of your first checklist package.*

Then, you add to your product lineup with other checklist packages, courses and additional information products until you have a thriving business in place that serves your audience well and creates a steady income for yourself.

So, let's get you started...

## **YOUR NEXT STEP**

It's time for you to do some brainstorming so you can start implementing

this system. Ask yourself these questions:

- What is the big topic in your niche?
- What three other related topics could you use to create checklists?
- Which topic could be made into a full-blown course?
- What related niches could you expand into?

And that brings us to the end of the course. You have in your hands a solid blueprint for profiting from checklists related to your favorite topic, hobby or interest ... while truly helping other people achieve their goals, solve their problems and enjoy their passions.

***You get to make a profit and make a difference!***

But only if you get started. So do that now.

One final thing...



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