



# CHECKLISTS THAT SELL

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



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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 use 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...

## **END OF EXCERPT**

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