

# THE CHECKLIST PLANNER CHEAT SHEET

A CHECKLIST PLANNER GIVES PROSPECTS A STEP-BY-STEP, DAY-BY-DAY GUIDE OF WHAT TO DO TO COMPLETE A TASK OR ACHIEVE A GOAL.

## TIPS AND SHORTCUTS



Create your checklist around selling a single product or service. Think of your checklist as a "lite" version of your paid offer.



Craft a checklist that's useful in that it lists all the steps, yet incomplete because it doesn't explain in-depth how to complete the steps.



Encourage users to print off the checklist and refer to it often. (Hint: They will see your paid offer every time they use it.)



Consider promoting a needed tool or resource as one of the steps.

## TITLING TEMPLATES

01

**The Beginner's Guide to [Some Topic]:**

[An X-Day Guide]. The Beginner's Guide to Getting a Promotion: A 40-Day Guide.

02

**An Exact Step-by-Step Planner for [Some Topic].**

An Exact Step-by-Step Planner for Your First Year Of Homeschooling

03

**How to [Get Something Complete] In Just [Number of Days].**

How to Write the First Draft of Your Novel in Just 30 Days From Now.

## FREQUENTLY ASKED QUESTIONS AND ANSWERS



**Q. What is the secret to creating a useful planner?**

A. Be as specific as possible, so that every required step is accounted for within your planner. Know your audience so that you can gear the planner to their level of knowledge. IE If it is geared towards beginners, cover ALL the basic steps (don't assume they know them.)

**Q. How do you add value to the planner?**

A. You can do this in a variety of ways, including:

- Providing tips and examples for completing steps.
- Offering illustrations or other graphics to make a concept clearer.
- Sharing why prospects must take certain steps (if it's not clear).

## STEPS:



**STEP 1:**

**Determine The Topic.**

- Base your topic around what you're selling.
- Create something useful yet incomplete.
- Outline a step-by-step guide.



**STEP 2:**

**Decide On The Number Of Days.**

- Determine what steps the audience should take on which days.
- Know your audience so you know how long it will take them to complete the steps.
- Assume your audience only has a limited amount of time to work each day.



**STEP 3:**

**Develop Mini Checklists For Each Day.**

- Put all steps and tasks in the exact order they should be completed.
- Create immediately actionable steps to provide instant gratification.



**STEP 4:**

**Deploy Your Monetization Method.**

- Plant a seed (build anticipation) early in the planner.
- Insert a link and call to action at the end of the guide.

**WHAT WORKS BEST: CREATE A PLANNER WITH "BITE SIZE" TASKS SO THAT USERS KNOW EXACTLY WHAT TO DO EACH DAY. PROMOTE A PRODUCT AT THE END WHICH EXPLAINS IN GREATER DETAIL HOW TO COMPLETE THESE STEPS.**

[CLICK HERE](#) For A Step-By-Step Training Tutorial For Creating This Type Of Lead Magnet

**EARNCOME**