

Create Your Own Digital Products Checklist

- Determine what problem your product will solve.** The best products are a solution to a problem that troubles your community.
- Pick the topic.** Once you know what you'll help your community solve, describe the topic in just a word or a phrase.
- Give it a title.** Try to choose a product name that will be catchy and easy to remember.
- Choose your product format.** Will you share your content as text, audio, or video? Some product creators use a combination.
- Think about bonuses you could include.** Adding a bonus makes your product look more valuable to your audience.
- Set the price point.** How much will you charge for this product? Will you offer a discount or another incentive to buyers?
- Get started.** Now, that you know what your product is about, you can begin creating it. Break it down into smaller tasks if you need to.
- Create a sales page.** After you're done with the creation phase, focus on the sales page.
- Launch your product.** Email your list and let them know how excited you are to be sharing your new launch with them.

Ideas & Notes

Make a Tripwire Offer Checklist

- Brainstorm a tripwire product.** If you're having trouble with this step, ask a business friend or mentor you trust to help you.
- Build your tripwire offer.** Remember, this should be a full-length product that's valuable to your community. Take your time with this step and make a tripwire that you'll be proud to share.
- Refresh your free gift.** When working on a tripwire, you may realize it's time to change or update your existing opt-in.
- Write the sales copy for your tripwire.** If you'd like, you can hire a content creator who specializes in sales copy for this step.
- Upload the product to your shopping cart.** Remember, you want it have an irresistibly low price point.
- Tag new customers.** Regardless of what email software you're using, you'll want to have a special segment just for buyers of your tripwire.
- Upload an email sequence.** Write 2-4 emails that are short and helpful. Let customers know how to get in touch with you if they encounter a problem.
- Announce your new offer on social media.** Don't be shy...tell your fans and followers about your latest tripwire and invite them to sign up for it!

Ideas & Notes

Publish a Resources Page Checklist

- Start with a list.** Think of all the resources you're already using to run your blog or your business.
- Focus on what your community will use.** Promote products that will be relevant to your audience and you'll see more commissions.
- Get images.** Using images on your resources page is a great way to boost your clickthrough rate.
- Use an affiliate tracker.** Visitors don't trust long, garbled links. So, install an affiliate tracker like Pretty Links.
- Consider adding tangible items.** Think about the everyday products that help you run your business like your favorite headset for conference calls or the microphone you use for podcasting.
- Share your links.** If you old content that covers a positive experience you had with the company, link to from your resources page.
- Publish your page.** Once you have a few products on the page, put online and start promoting it on social media.
- Add new items.** Every six months, review your resources page. Consider adding links to any new products you've started using.

Ideas & Notes
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Set Up an Affiliate Program Checklist

- Choose your affiliate technology.** If you're already using shopping cart software, see if they provide an affiliate option.
- Establish your commission rate.** Remember, affiliates usually want 50% on digital products and 10-20% on premium services or products.
- Make a mailing list for affiliates.** This gives you a way to contact affiliates when you have something new for them to promote.
- Record training videos.** Show your affiliates how to use your software so they can easily share their link.
- Cancel auto-approve.** Never automatically approve affiliates. All it takes is one unethical affiliate to ruin your brand.
- Talk with potential affiliates.** Don't be afraid to reach out and let them know you have a product that might be a good fit for their community!
- Create affiliate content.** Have an area of your website dedicated to swipe content.
- Give your affiliates coupon codes.** Discounts can be a great way to convince a new buyer to take a chance on one of your products.
- Use affiliate contests.** Make sure the prizes you're offering are valuable!

Ideas & Notes

Start a Group Coaching Program Checklist

- Choose the goal of your group.** A good group starts with a clear focus!
- Name your group.** What would you like your community to be known for?
- Decide on the ideal number of members.** How many people do you think you could serve at once?
- Consider what material you'll use.** If you'll be teaching members a skill or course, check your previous content to see what you can recycle.
- Select the duration.** Some group coaching programs go for 8-12 weeks while other groups are designed to last for several months.
- Bring in help.** Will you need a virtual assistant to make sure the group stays on track?
- Get clear on the member benefits.** Giving participants special perks can make them eager to sign up.
- Pick your meeting location.** Will you meet with members through Facebook Live, on Zoom, or through another platform?
- Set your price point.** Think about how much personal time and attention you plan to give each member.
- Create a sales page.** Now that you've hammered out the details of your group coaching program, get to work on your sales page!

Ideas & Notes
