How To ‘Zero To Hero’ Bonus Item Two

The Profitable Info Product Package Checklist

Just Print Off This Handy Checklist So You Don’t Miss A Single Step – It’s Easy!



By Jack Hatfield

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Published by:
www. ZerotoHeroSuccess.com
Jack Hatfield
4711 Forest Dr. Suite 3
PMB 181
Columbia SC 29206

Bonus 2: The Profitable Packages Checklist

Your 31-day guide gives you a complete step-by-step process for going from zero to a profitable package using PLR content. When you're ready to take action, print off this handy checklist so you don't miss a single step…

Plan Your Package

Create a list of niches:

- Brainstorm potential niches.
- Look around to uncover other niches.
- Use keyword tools to uncover unique ideas.

Research these niches:

- Visit marketplaces to look for products.
- Search Google to see how many websites are selling products and services.
- Browse niche publications.
- Check Google Trends.
- Look at social media.
- Browse niche communities.
- Use keyword tools to check search volume.
- Look offline.

Select a topic:

- Look for bestsellers.
- Check for competition (multiple vendors).
- Search niche websites.
- View niche advertising.
- See what's popular in communities.
- Ask your audience.

Pick your niche and topic.

And then ask yourself:

- What sort of information products will you include?
- What sort of tools will you include?
- How many products in total?
- Is this package for beginners, intermediates, or expert users?

Plan your sales funnel:

- Where will this package fit into your sales funnel?
- Will this package be a $20 package or a $97 package?
- What will you sell on the backend?
- Will backend offers be your own products or affiliates offers?
- How will you promote these offers?

Find PLR Content To Use

Find PLR content:

- Run a Google search.
- Check PLR communities.
- Ask your contacts.

Research the PLR content and vendor:

- Request samples to check that the content is engaging, well-written, and accurate.
- Review the package to see if it includes all the content you need.
- Read the PLR license.
- Research the vendor.

Create a Branded Theme

Ask yourself:

- What will you do with each piece of PLR content you've acquired?
- What does your package do for customers?

Name your package and its pieces:

- Brainstorm multiple names.
- Focus on benefit-driven titles.
- Arouse curiosity if possible/applicable.
- Use the included titling templates in this package.

Set Up Your Site

Initial set up:

- Get a domain name.
- Get webhosting.
- Change the domain name servers.
- Set up an email address.
- Choose a payment processor.
- Choose an autoresponder/email service provider.

Create a Unique Package

Plan how you'll make each piece unique:

- Rewrite the introduction: tell a story, build anticipation, share a quote, share a tip, ask a question.
- Rewrite the conclusion.
- Add your own content to the PLR content.

- Compile multiple pieces of PLR content.
- Pull excerpts out of the PLR content.
- Delete some of the content.
- Change the format of the content (e.g., create tools).
- Create multimedia content such as infographics or slide-share videos.

As you create your package, consider the following issues…

Personalize the content:

- Remove content that identifies original author (PLR vendor).
- Add content that personally identifies you (to set it apart).
- Tell unique stories.
- Share unique tips and examples.
- Share case studies.
- Create a unique formula.

Add value to the content:

- Illustrations.
- Infographics.
- Photos.
- GIFs.
- Mind maps.
- Process/decision maps.
- Screenshots.

Determine what you want people to do after they finish a piece of content:

- Implement the information they just learned.
- Use a tool, such as checklist.
- Print off a tool (and use it).
- View an additional piece of free content.
- Sign up for a mailing list.

- Purchase a related offer.
- Request a coupon code.
- Register for a seminar.
- Share a piece of content/web page.
- Enter a contest.
- Request a free quote.

Check the following when creating your call to action (CTA):

- Are you focusing on ONE CTA?
- Does the content support the CTA?
- Is the CTA clear, succinct and effective?

Proof, Polish And Prepare Your Package

Follow these steps and tips:

- Decide whether to proof it yourself, outsource, or ask a friend to help.
- Set it aside for a few days if possible if you're proofing it yourself.
- Use automated tools in addition to manual proofing.
- Read it out loud to catch errors.

Ask yourself:

- Is the content accurate?
- Is the content engaging?
- Does the content speak to the level of the audience?
- Is there any unnecessary content that should be cut?
- Is there any part of the content that needs more explanation/details?
- Would the content benefit from having more tips?
- Would the content be more valuable with more examples?
- Would the content benefit from graphics (such as an infographic or illustration)?
- In what other ways could I make this content more valuable to the reader?

Determine if the content is formatted for easy readability:

- Have paragraph lists been broken into bulleted lists?
- Is there plenty of white space?
- Do graphics break up the text?
- Does the content include short sentences and short paragraphs?
- Does the content include headlines, bolding, italics and similar styling choices to make it easy to skim?

Finishing touches:

- Assemble your pieces (e.g., add table of contents, legal pages, title page, promos).
- Create a quick start guide for your package.

Decide what sort of bonuses to include.

Check that bonuses are useful, desirable, high-value, and easy to deliver.

Ask:

- Can you create your bonuses out of PLR content?
- Can you splinter off a piece of your package?

Create and proof your bonuses.

Prepare your package:

- Do interior layout/design.

- Create eCover graphics.
- Convert to PDF.
- Package (zip) the files.

Choose a price:

- Research similar products in your market.
- Determine how your package is worth more or less.
- Select a price.
- Commit to testing the price in the future.

Sales and Marketing

Create your sales letter:

- Use the sales letter template included in this package.
- Profile your audience.
- Determine all the benefits of your offer.
- Overcome objections.
- Justify the price.
- Create a call to action.

Plan and implement your marketing strategy:

- Decide what sort of lead magnet to create.
- Create your lead page.
- Set up an autoresponder.
- Write an initial autoresponder series promoting your package.
- Pick one marketing method and get it up and running (e.g., guest blogging, paid advertising, social media marketing, joint ventures, affiliate program).
- Once you're getting results from one method, then choose another method to get up and running.

Recommended Resources

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