

# Marketing Checklist Form

WEBSITE NAME: \_\_\_\_\_  
WEBSITE URL: \_\_\_\_\_  
CUSTOMER NAME: \_\_\_\_\_

## A ONE-LINER

A one-liner is a sentence (or two) that you use whenever somebody asks what you do.  
The one-liner has three parts:

- Problem:** \_\_\_\_\_
- Solution/Product:** \_\_\_\_\_
- Result:** \_\_\_\_\_

## A LEAD-GENERATOR

Something you can give away in exchange for an email address.  
Here are some kinds of lead generators:

- PDF:** A PDF with a catchy title that positions you as an expert in your area of expertise
- Webinar:** A webinar
- Video:** A short, educational video series
- Create CTA:** Create a CTA for the subscribe now popup. What is the lead magnet? Why are they giving their email address?
- Thank You:** Create general purpose copy for the Thank You page.

## AUTOMATED EMAILS

A series of emails that go out after somebody downloads your lead generator.  
Here are some kinds of emails you can send out:

- Thank you:** Thank you and what you can expect from us now that you've signed up for our email list.
- Overcome:** Overcome the biggest objection people have to doing business with you (i.e. "you're too expensive" or "it won't work for me because...")
- Testimonial:** Feature a testimonial from somebody who has had success using your product.
- Sales:** A direct sales letter offering a limited-time bonus.

# A WIRE-FRAMED WEBSITE

Your website should draw customers into a relationship with you and then invite them into a better story.

Here are the parts of your website that you should create (and in this order.)

- Header:** The top part of your website should not have much text. It should tell people:
  1. What you offer.
  2. How what you offer will make their lives better.
  3. What they need to do to buy it
- Loss-Aversion:** You should remind people of the problems and pain that you solve or help them avoid.
- Guide Positioning:** Position yourself as the Guide by expressing empathy and also authority. Tell them that you care, and demonstrate that you are competent to solve their problem.
- Divisions of Your Company:** When you're selling multiple products, have multiple divisions, or are selling to multiple segments, spell out those divisions clearly. Then follow the same website formula on those sub-pages.
- Lead-Generator:** You should give something of value away in exchange for email addresses. Consider creating a PDF with a catchy title that offers them some wisdom in your area of expertise.
- Explanatory Paragraph:** Write out your BrandScript in paragraph form to optimize for SEO and also to give people the feeling they've done due diligence when researching whether or not to buy your product.
- Plan:** Show a 3 or 4-step plan that provides a path for your customers to buy your product.
- The Junk Drawer:** Put all minor links and such down at the bottom so you don't clutter your website with unnecessary links.