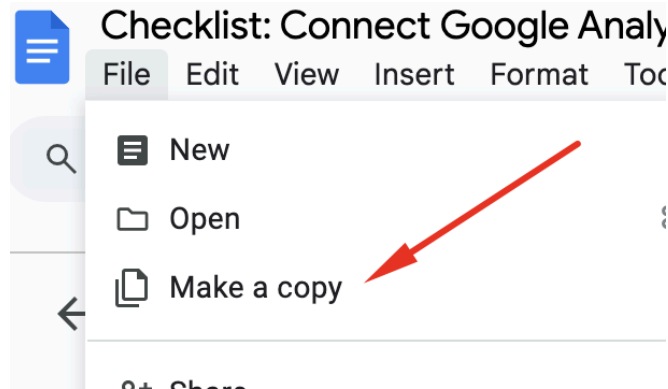


Checklist: Choosing An Offer

You can make a copy of this check-list so you can check-box your steps as you go along:



Category 1: Offer Selection

Task 1: Identify a Product to Promote

- ☐ Step 1: Determine your niche (e.g., Internet Marketing).
- ☐ Step 2: Research potential offers on platforms like Warrior Plus, ClickBank, or JVZoo.
- ☐ Step 3: Evaluate the product's quality, commission structure, and target audience relevance.
- ☐ Step 4: Select an offer that aligns with your content and audience interests.

Category 2: Giveaway Creation

Task 1: Brainstorm Giveaway Ideas

- ☐ Step 1: Consider what kind of value would attract your target audience.
- ☐ Step 2: Think about lead magnet formats like PDFs, custom GPTs, presentations, or videos.
- ☐ Step 3: Ensure the giveaway is directly related to the offer you're promoting.

Task 2: Create a Lead Magnet (PDF)

- ☐ Step 1: Use ChatGPT to generate valuable content related to your chosen offer.
- ☐ Step 2: Organize the content logically into a PDF format using Canva or Google Docs.
- ☐ Step 3: Include a clear call to action within the PDF, linking to your offer.

Task 3: Create a Custom GPT Giveaway

- ☐ Step 1: Access the custom GPT creation feature within ChatGPT (if available in your plan).
- ☐ Step 2: Define the purpose and functionality of your custom GPT, ensuring it provides value to users in your niche.
- ☐ Step 3: Train the GPT with relevant knowledge and instructions.
- ☐ Step 4: Test the custom GPT to ensure it functions as intended.
- ☐ Step 5: Obtain a shareable link for your custom GPT.

Task 4: Create a Presentation Giveaway (using Gamma)

- ☐ Step 1: Go to Gamma.app and sign up or log in.
- ☐ Step 2: Choose the option to create a new presentation from a prompt, text, PDF, or link.
- ☐ Step 3: Input the relevant information to generate your presentation content.
- ☐ Step 4: Review and edit the presentation to ensure it is polished and valuable.
- ☐ Step 5: Consider adding voiceover narration within Gamma.
- ☐ Step 6: Export the presentation as a shareable link or a video file.

Task 5: Create a Video Giveaway

- ☐ Step 1: Plan the content of your video giveaway, ensuring it provides value related to your offer.
- ☐ Step 2: Record the video, either as a standalone piece or a voiceover of a presentation (created in Gamma or elsewhere).
- ☐ Step 3: Edit the video to ensure it is engaging and professional.
- ☐ Step 4: Include a clear call to action within the video, directing viewers to your offer link.
- ☐ Step 5: Upload the video to YouTube.

Category 3: Promotion and Follow-Up

Task 1: Integrate Giveaway into YouTube Video

- ☐ Step 1: Mention the giveaway early in your YouTube video to capture attention.
- ☐ Step 2: Clearly explain the benefits of claiming the giveaway.
- ☐ Step 3: Provide a direct link to the giveaway in the video description and potentially as a pinned comment.

Task 2: Build Your Email List

- ☐ Step 1: Require viewers to provide their email address to access the giveaway.
- ☐ Step 2: Use an email marketing platform (autoresponder) to manage your list.

Task 3: Upsell Your Offer

- ☐ Step 1: Set up an automated email sequence in your autoresponder.
- ☐ Step 2: In the follow-up emails, provide valuable content and strategically promote your chosen offer.
- ☐ Step 3: Alternatively (or additionally), include a direct link to your offer on the thank you page after users sign up for the giveaway.