FAST TRACK
Information Product Publishing

MUST-HAVE CHECKLIST

FAST TRACK INFORMATION PRODUCT PUBLISHING CHECKLIST

Information products are a great way to boost your income and thoroughly establish yourself as an expert in your niche. Use this checklist to help you make sure that you haven't overlooked any part of publishing your information product.

Brainstorming

☐ I have researched my audience and created a list of their questions, problems, wants, needs, and motivations.

☐ I have created a product outline that includes topics and subtopics, which address my audience's issues, as related to this product concept.

☐ I have used mind maps and/or other techniques to help me visualize this product.

☐ I have niched down the focus of this product to one main problem and the solution.

☐ I have created a table of contents for the information product using main topics as well as subtopics or headings and subheadings.

☐ I have created a detail-rich summary for each of the product sections and sub-sections.

☐ I have created marketing material headlines using information from the table of contents and the summary.

Creative

☐ I have selected the types of content that will be included in the product as well as other content needed such as blog posts, social media posts, email messages, etc.

☐ I have chosen if/where to use images within the product as well as other places such as social media sites, the sales page, and in marketing.

☐ I have a cover image for the main information product as well as product accessories, as needed.

☐ I have created the appropriate legal pages within the product as well as supporting legal pages such as a policy page, earnings disclaimer page, privacy page, etc.

☐ I have at least one testimonial to support the product.

☐ I have created a sales page, landing page, opt-in page, thank you page, and download page, as needed for the information product.

☐ I have created and included a bonus.

☐ I have created a one-time offer or upsell, if available.

Technology

☐ I have selected and set up my domain name, hosting account, and website.

☐ I have selected and set up my shopping cart, auto-responder, mailing lists, payment gateway, etc.

☐ I have access to the webinar software, audio software, and graphic software needed to create this information product.

☐ If this product will be offered to affiliates, I have chosen and set up the affiliate program/software that I will use.

☐ I have added information and details about the product within the shopping cart including price, discount codes, etc.

☐ I have packaged the information product and uploaded it.

☐ I have performed a test buy.

☐ I have tested the download links and opened the product to verify a successful download.

☐ I have tested the marketing links and discount codes shared in email messages and elsewhere.

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