

# OPT-IN BRAINSTORMING SHEET

What is your ideal customer struggling with?



What knowledge can you share to solve the problem?



Circle ONE problem above and based upon your knowledge in this area, come up with the topic for your free opt-in. Write it here.

**TOPIC:** \_\_\_\_\_

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Brainstorm a list of sub-topics for your free opt-in.

*(Can you call them secrets, myths, mistakes or something else intriguing?)*



Circle three to five sub-topics above to use in your free opt-in.

List them here:

## SUB-TOPICS:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

# OPT-IN BRAINSTORMING SHEET

What will you create?

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Accountability      | <input type="checkbox"/> Action Plan          | <input type="checkbox"/> Adult Coloring Book |
| <input type="checkbox"/> Audio Recording     | <input type="checkbox"/> Audit/Review         | <input type="checkbox"/> Binder Cover        |
| <input type="checkbox"/> Blog Planner        | <input type="checkbox"/> Blueprint            | <input type="checkbox"/> Calculator          |
| <input type="checkbox"/> Calendar            | <input type="checkbox"/> Case Study           | <input type="checkbox"/> Challenge           |
| <input type="checkbox"/> Checklist           | <input type="checkbox"/> Cheat Sheet          | <input type="checkbox"/> Consultation        |
| <input type="checkbox"/> Coupon              | <input type="checkbox"/> Digital Wallpaper    | <input type="checkbox"/> Ebook               |
| <input type="checkbox"/> Email Course        | <input type="checkbox"/> Ezine                | <input type="checkbox"/> Facebook Group      |
| <input type="checkbox"/> Generator           | <input type="checkbox"/> Goal Tracker         | <input type="checkbox"/> Graphics Pack       |
| <input type="checkbox"/> Guide               | <input type="checkbox"/> Inspirational Prints | <input type="checkbox"/> Inventory Sheet     |
| <input type="checkbox"/> Lesson Preview      | <input type="checkbox"/> Live Event Ticket    | <input type="checkbox"/> Meditation          |
| <input type="checkbox"/> Mind Map            | <input type="checkbox"/> Mini Coaching        | <input type="checkbox"/> Motivational Quotes |
| <input type="checkbox"/> Online Conference   | <input type="checkbox"/> Organizing Labels    | <input type="checkbox"/> Phone App           |
| <input type="checkbox"/> Podcast             | <input type="checkbox"/> Planner              | <input type="checkbox"/> Plug-in             |
| <input type="checkbox"/> Presentation Slides | <input type="checkbox"/> Printable            | <input type="checkbox"/> Quiz                |
| <input type="checkbox"/> Report              | <input type="checkbox"/> Resource Library     | <input type="checkbox"/> Resource List       |
| <input type="checkbox"/> Sales Tracker       | <input type="checkbox"/> Sample Chapter       | <input type="checkbox"/> Script              |
| <input type="checkbox"/> Shipping Code       | <input type="checkbox"/> Spreadsheet          | <input type="checkbox"/> Starter Kit         |
| <input type="checkbox"/> Step by Step Guide  | <input type="checkbox"/> Stickers             | <input type="checkbox"/> Stock Photos        |
| <input type="checkbox"/> Summit Access       | <input type="checkbox"/> Swipe File           | <input type="checkbox"/> Template            |
| <input type="checkbox"/> Tips Sheet          | <input type="checkbox"/> Toolkit              | <input type="checkbox"/> Trial Membership    |
| <input type="checkbox"/> Tutorial/Training   | <input type="checkbox"/> Vendors Rolodex      | <input type="checkbox"/> Video               |
| <input type="checkbox"/> Wall Art Printable  | <input type="checkbox"/> Webinar              | <input type="checkbox"/> Workbook            |
| <input type="checkbox"/> Worksheet           | <input type="checkbox"/> Workshop             | <input type="checkbox"/> _____               |

# OPT-IN BRAINSTORMING SHEET

Make a list of all the tools you will need to create your free opt-in.



Circle all the tools above that you don't have. Start researching them and compare them with alternative options to get the best deal.

How long do you anticipate this project will take?

\_\_\_\_\_ **days**       \_\_\_\_\_ **hours**

*(If you can't complete this in less than a month, then you need to create a free opt-in that is less time consuming!)*

Create a deadline for this project and try to stick to it.

**COMPLETION DATE:** \_\_\_\_\_

Congratulations on completing this important step in your sales funnel!