



## Checklist 1: PLR Clarity Checklist

Project Name: \_\_\_\_\_

Date: \_\_\_\_\_

Yes No

*It's important to start with this checklist. Once you answer the questions listed in this checklist, you will have the clarity as to what are your objectives and what to do next with your PLR.*

- 1 What's your core objective with your PLR product?
  - Build your list
  - Enhance your funnel
  - Build Your brand as an expert
  - Re-Sell for fast profits
  - Create a full-fledged product
  - Create a bonus pack
  - Other
  
- 2 What's your niche?
  - Health & Fitness
  - Wealth
  - Relationships
  - Self Help
  - Food
  - Survival Preparedness
  - Local Marketing
  - Hobbies
  - Planners & Journals
  - Other
  
- 3 Define your core target audience.
  - Offline / Online
  - Socio Demographics
  - Interests
  - What's the main challenge that they are facing
  - How are you planning to help your core audience overcome their challenges?
  
- 4 What's the Delivery Format of your PLR Product?

*Notes*



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- eBook
- Audio
- Video
- Mindmaps
- Checklists
- Multi-Media
- SaaS Software
- WP Plugin
- Other

- 5 What's the main component of your offer?
- Information/Training
  - Software
  - Templates
  - Graphics
  - Mix of the above

- 6 What's your traffic strategy?
- Your list
  - Affiliate Traffic
  - Social Media Posts
  - FB Groups
  - Youtube Traffic
  - Paid FB Traffic
  - Paid Google Traffic
  - Paid Youtube Traffic
  - Other Traffic

*Notes*