

MODULE 01 WORKBOOK

The Club Concept

Find the mail hook people re-subscribe to

What you finish with

A named club with a one-line promise you can put on a checkout page.

How to use this workbook

Print it, keep it beside your cutting mat, and fill one section in after each lesson. Nothing here needs to be neat — it needs to be decided.

01.1 Why monthly mail beats one-off drops

The maths of recurring revenue for a small paper shop, and what changes in your week.

Your notes

The one decision from this lesson

01.2 Auditing your best-selling stickers

Pull twelve months of orders and find the themes your buyers already reward.

Your notes

The one decision from this lesson

01.3 Choosing a niche you won't resent

Three niche tests: repeat-purchase, photographability, and how it feels in month nine.

Your notes

The one decision from this lesson

01.4 Naming and positioning your club

Name formulas, taglines, and how to say what arrives without over-promising.

Your notes

The one decision from this lesson

Module review

Write your outcome in your own words. If you can't, go back one lesson.

Resources used: Niche worksheet, Name & promise swipe file