

MODULE 01 PRINTABLE CHECKLIST

The Club Concept

Find the mail hook people re-subscribe to

Done when

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

Tick as you go

- ☐ Watch 01.1 — Why monthly mail beats one-off drops (11 min)
- ☐ Watch 01.2 — Auditing your best-selling stickers (14 min)
- ☐ Watch 01.3 — Choosing a niche you won't resent (16 min)
- ☐ Watch 01.4 — Naming and positioning your club (12 min)
- ☐ Fill in the niche worksheet
- ☐ Fill in the name & promise swipe file
- ☐ Write the module outcome in one sentence
- ☐ Book the next work session in your calendar

Blockers to bring to the next session
