



Killer

CONTENT

UPGRADES

TO GROW

YOUR LIST

CHEATSHEET

THISMAMALEARNS.COM

1. **Checklist** – condense a huge, wordy (yet actionable) blog post down into a checklist. It's simple to do, and great value for a reader.
2. **Cheat Sheet** – everything you need to know about X on one page.
3. **List of Resources** – very simple, very useful.
4. **Video** – takes a bit of work, but doesn't need to be long. This one seems pretty valuable.
5. **Printable** – there's still a lot of love for printing. Works well for planning, goal setting and the like.
6. **Worksheets** – aka adult homework. Not my favorite, but a lot of people like them. Ask lots of questions to guide the reader to finding the answer that is right for them.
7. **Template** – very helpful. Could be an email, or a graphic or almost anything.
8. **Swipe file** – very valuable and desirable. Could relate to anything – social media, email, blogging, writing, video...
9. **Images** – if you've got some skill with a lens, consider giving away stock photos.
10. **Infographics** – consider making an infographic for your post. They aren't that difficult to make these days. Try [Visualize.me](https://visualize.me)
11. **PDF Version of the Blog Post** – what could be simpler? And, very convenient for someone to read on the run or print.
12. **Spreadsheet** – if you're talking data or providing a lot of information at once a spreadsheet can be great. For example – my content upgrade of Blog + Biz Facebook Groups.
13. **Transcripts** – if you're talking about a video or a podcast, provide a transcript.
14. **Quick Start Guide** – perfect for beginners! Provide a quick start guide that shows them how to get up and running.
15. **Full Guide** – a bit more time consuming than a Quick Start, provide a full guide to using a certain software or doing something interesting.
16. **Free Trial** – if you have a tool, membership site or course, consider offering a free trial.