Get Started Selling on Teachers Pay Teachers

The Next 10 Steps

Next Steps Checklist

Step 1: Securing Documents (so important!!)

- ☐ Flatten your work (make a single image that can't be pulled apart and used in pieces.
- ☐ Secure your PDF with a password. Make sure your buyers can still open it and print it.

Step 2: Credit Page/Copyright

- ☐ Create a template for your credit page.
- ☐ Include any artists that have work included in that resource.

Step 3: Pricing
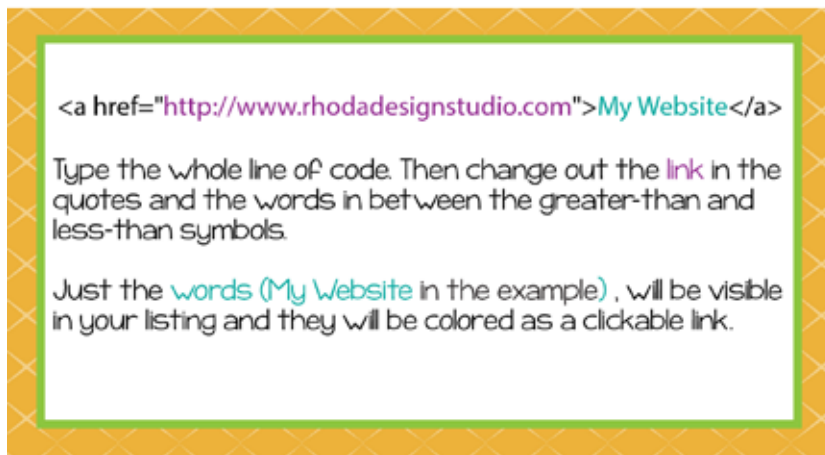
- ☐ 10-20 cents per page of content

Step 4: Great Covers/Pins

- ☐ Clear titles (that can be seen on tiny phones)
- ☐ Brand colors and your logo.
- ☐ Product in action if possible.
- ☐ Square images for your listings.
- ☐ 238 pixels by 745 pixels (which translates roughly to 1.20 inches by 3.75 inches) for Pinterest

Checklist Cont...

Step 5: Links in Listing

☐ links to similar listings or to items that are included in a bundle

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<a href="http://www.rhodadesignstudio.com">My Website</a>
```

Type the whole line of code. Then change out the link in the quotes and the words in between the greater-than and less-than symbols.

Just the words (My Website in the example) , will be visible in your listing and they will be colored as a clickable link.

Step 6: Keywords

☐ Google Keywords for ideas of similar phrases and words.

☐ No keyword stuffing! This actually will hurt your listing, not help it.

☐ Write naturally not like a robot.

Step 7: Pinterest for Traffic

☐ Long pins with bright colors, clear titles and if possible, with action shots.

☐ A link created by the Traffic URL Generator to track which pins are bringing in the most traffic.

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Checklist Cont...

Step 8: Submitting to the Newsletter

- ⬜ A super freebie that is less than 10 pages
- ⬜ A paid product that is more than $4 that has good feedback.
- ⬜ Pick a day of the week to make your submission.
- ⬜ A notepad or excel sheet to track what you have submitted and when.
- ⬜ Fingers Crossed!!

Step 9: Free to Paid Ratio

- ⬜ A ratio of between 7-10% free to paid.
- ⬜ # of free products / total number of products

Step 10: Previews

- ⬜ Secure it!! I feel like I said that a few times :) Pick One:
- ⬜ A few pages of a big resource for potential buyers to download for free.
- ⬜ Key pages of the resource with the word "Preview" over the top as a watermark.
- ⬜ All of the pages in a collage to showcase what is included.