



CREATE A CHECKLIST TO SHORTCUT MAKING A DECISION

#2. WHAT YOU NEED TO KNOW



HELP PEOPLE MAKE DECISIONS

This is an article for people considering trying or buying something new. The template could also be called, "Is It for You?"

Give people a checklist to help them quickly evaluate and make their decision. Include information like what to expect, prices, where or how to buy, and so on.

TITLE EXAMPLES

- What You Need to Know about Antispam Laws
- eMail Marketing - Is it for Your Small Business?
- What You Need to Know Before Starting Your First Blog



TEMPLATE

WHAT YOU NEED TO KNOW

Open a Word doc and start typing the information following this format. Use this page to collect your ideas.

Introduction

Question #1

Answer and explanation

Question #2

Answer and explanation

Question #3

Answer and explanation

Question #4

Answer and explanation

Question #5

Answer and explanation

Wrap-up and call-to-action

Conclusion & call to action related to your business.