DIAMOND CO.

First-Time Manager Exam Fill-In Kit

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# **Score Your Leadership Readiness in 10 Minutes – Get a Personalized 30-Day Action Plan for New Managers**
**Value Proposition:** Identify your top three skill gaps and receive a step-by-step plan to close them within the first month on the job.

**Version:** 2.0
**Venture:** `1276be8f-ac99-416a-ac3f-ff7c49983ee9`
**Stage:** POLISH
**Task:** `87a0a920-bd3c-4912-8935-5b081ca479fc`
**Goal:** Capture high-intent leads with a free, branded exam + nurture them into paying customers.

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## **1. Kit Overview**
**Purpose:**
A **fill-in-the-blank exam** for first-time managers to assess their leadership skills, with **personalized feedback** and actionable tips. The kit includes:
- A **scoring guide** (self-assessment).
- **Best-practice tips** for each question.
- A **checklist** for common manager mistakes.
- **Branded download page** (owned by your venture).

**Why Free?**
- Lowers friction for lead capture.
- Positions your venture as a **thought leader** in management.
- Aligns with your **$0 price point** and **owned-site distribution**.

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## **2. Kit Components (Private Version)**
### **A. The Exam (PDF Fillable Form)**
**Title:** *"First-Time Manager Self-Assessment: Are You Ready to Lead?"*
**Format:** 12 multiple-choice/fill-in-the-blank questions (e.g.)
1. *"What's the #1 mistake first-time managers make when delegating?"*
   - [ ] A) Micromanaging
   - [ ] B) Not setting clear deadlines
   - [ ] C) Ignoring feedback
   *(Correct answer: All of the above! See p. 3 for tips.)*

**Scoring Rubric:**
- **Novice (0-4):** "You're just starting—here's your 30-day action plan."
- **Apprentice (5-8):** "You're on track! Avoid these 5 pitfalls."
- **Pro (9-12):** "You're leading well! Now scale your impact."

#### **Full Exam Questions (Fill-in-the-Blank)**
1. *"The 3 C's of delegation are: _____, _____, and _____."*
   *(Answer: Clarity, Commitment, Control)*
2. *"True or False: A manager should never give negative feedback."*
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   (Answer: False. Feedback should be constructive and timely.)
9. *"What's the ideal ratio of 1:1s to team meetings?"*
   (Answer: 1:1s should be weekly; team meetings should be biweekly.)
10. *"Name two key components of an effective performance review."*
   (Answer: Specific feedback, clear goals, actionable steps)
11. *"What's the 'Rule of 3' in leadership?"*
   (Answer: Give praise, feedback, and recognition in a 3:1 ratio.)
12. *"Fill in the blank: 'Great managers _____ their team's strengths.'"*
   (Answer: Leverage)
13. *"What's the first step in conflict resolution?"*
   (Answer: Listen actively to all parties.)
14. *"True or False: A manager's role is only to manage tasks, not people."*
   (Answer: False. Managing people is 80% of the job.)
15. *"What's the '5-minute rule' for managers?"*
   (Answer: Spend 5 minutes daily on strategic thinking.)
16. *"Name one tool to track team performance."*
   (Answer: OKRs, KPIs, or project dashboards)
17. *"What's the '20-80 rule' in leadership?"*
   (Answer: 20% of your team's work impacts 80% of results.)
18. *"Fill in the blank: 'A manager's job is to _____ their team's potential.'"*
   (Answer: Unlock)

B. Companion Guide (PDF)
Title: *"First-Time Manager Exam: Answers & Next Steps"*
Content:
- **Detailed explanations** for each question (e.g., *"Why 'B' is also correct: 60% of managers fail to set deadlines, leading to missed KPIs."*).
- **Checklist:** *"5 Things to Do This Week as a New Manager"* (e.g., "Schedule 1:1s with your team").
- **Resource links** to your venture's **paid courses/tools** (soft upsell).

Sample Checklist
Task	Priority	Deadline
Schedule weekly 1:1s	High	Week 1
Set clear KPIs for your team	Medium	Week 2
Train your team on feedback	Low	Week 3
Review performance metrics	High	Week 4
Plan a team-building activity	Medium	Week 5

C. Landing Page (Owned Site)
URL: `https://www.yourventure.com/resources/first-time-manager-exam`
Meta Title: *"Free First-Time Manager Exam – Score Your Leadership Skills"*
Meta Description: *"Take our 10-minute quiz to assess your management skills. Get instant feedback and a 30-day action plan to improve."*

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**Elements:**
- **Headline:** *"Free Download: The First-Time Manager Exam"*
- **Subhead:** *"Test your leadership skills with our 12-question quiz. Get instant feedback, actionable tips, and a checklist to improve your management game."*
- **Lead Capture Form:**
  - Fields: Name, Email, Job Title (optional)
  - **Privacy note:** *"We'll email you the kit + occasional tips (unsubscribe anytime)."*
- **Social Proof:** *"Trusted by 500+ new managers at [Partner Company]."*
- **CTA Button:** *"Download Now (Free)"*
- **Post-Download:** Redirect to a **thank-you page** with:
  - Kit download link.
  - **Upsell:** *"Want a personalized coaching session? [Book a call]."*

### **Landing Page Copy Template**
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<h1>Free Download: The First-Time Manager Exam</h1>

Test your leadership skills with our 12-question quiz. Get instant feedback, actionable tips, and a checklist to improve your management game.

<form>

<input type="text" placeholder="Full Name" required>

<input type="email" placeholder="Work Email" required>

<select>

<option>Job Title</option>

<option>First-Time Manager</option>

<option>HR Professional</option>

</select>

<button>Download Now (Free)</button>

</form>

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### **D. Email Sequence (Automated)**
**Trigger:** Download completes
**Emails:**
1. **Instant Delivery:** *"Here's Your First-Time Manager Exam!"* (PDF link + "Pro Tip: Share your score with your boss!")
2. **3 Days Later:** *"Your Exam Results: [Score] of 12"* (Personalized with their tier + checklist).
3. **7 Days Later:** *"How [Top Company] Trains New Managers"* (Soft pitch to your paid content).
4. **14 Days Later:** *"Last Chance: Get 20% Off [Your Paid Tool]"* (If revenue goal met).

#### **Email Template (Day 3)**
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Subject: Your First-Time Manager Exam Results

Hi [First Name],

You scored [X] out of 12 on the First-Time Manager Exam. Here's what it means:

- **Novice (0–4):** You're just starting—here's your 30-day action plan.
- **Apprentice (5–8):** You're on track! Avoid these 5 pitfalls.
- **Pro (9–12):** You're leading well! Now scale your impact.

[Download your full results here: [LINK]]

P.S. Want to level up? Check out our [Paid Course] for step-by-step guidance.


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3. Technical Setup (48-Hour Checkpoint)
Tasks to Complete Within 48 Hours:
Task	Owner	Deadline	Notes
Design the Exam PDF	[You/Designer]	24h	Use Canva or Google Docs (fillable forms).
Build Landing Page	[Dev/Marketing]	36h	Use WordPress/Unbounce + Mailchimp/ConvertKit for lead capture.
Set Up Email Automation	[Marketing]	48h	Connect to your email tool (e.g., ActiveCampaign).
SEO-Optimize Page	[SEO Specialist]	48h	Target keywords: *"first-time manager assessment," "new manager test."*
Social Media Teasers	[Social Team]	48h	Post snippets on LinkedIn/Twitter (e.g., *"What's your score? 👇"* with a question from

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