DIAMOND CO.

Pharmacist Exam Prep Checklist

Here’s the **complete improved version** of the "Pharmacist Exam Prep Checklist" with clearer structure, concrete examples, and actionable templates:

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# **Pharmacist Exam Prep Checklist – Private Version (Optimized)**

## **1. Goal & Metrics**
- **Primary Goal:** Convert visitors into paying customers (e.g., paid downloads, premium content).
- **Key Metrics:**
  - **Conversion Rate (CR):** % of visitors who sign up for paid content.
  - **Average Revenue per User (ARPU):** $ value of each paying customer.
  - **Checkpoint:** Achieve **7-day** performance review (vs. 24-hour in original).

## **2. Kill Rule**
- **Max Iterations Without Revenue:** 50 (vs. 100 in original).
- If **no revenue** after **50 attempts** (e.g., email sign-ups, paid downloads), terminate the experiment.
- **Exception:** If **100+ sign-ups** (free tier) but **0 conversions**, kill immediately.

## **3. Boost Rule**
- **Minimum Revenue Threshold:** $5 (vs. $1 in original).
- If revenue hits **$5**, escalate promotion (e.g., paid ads, influencer collabs).

## **4. Clone Rule**
- **Minimum Revenue Threshold:** $200 (vs. $50 in original).
- If revenue exceeds **$200**, expand into a **premium version** (e.g., PDF + video lectures, mobile app).

## **5. Distribution Plan**
### **Owned Website**
1. **URL:** `pharmacyexamprep.com/checklist`
2. **CTA:** "Download Free Checklist" → Email sign-up → Upsell premium content.

### **Promotion Channels**
1. **Pharmacy Student Forums**
   - **Reddit:** Post in r/pharmacy, r/pharmacyexam (template below).
   - **Facebook Groups:** Share in "NAPLEX Study Group" (20K+ members).
   - **Discord:** Pin in #study-resources (5K+ members).

2. **Social Media**
   - **LinkedIn:** Post in "Pharmacy Students" groups (target 100+ leads).
   - **Twitter/X:** Tweet with #NAPLEX hashtag (3x/day for 7 days).

3. **Email Newsletters**
   - **Mailchimp/ConvertKit:** Segment pharmacy students (e.g., "NAPLEX Prep" list).
   - **Subject Line:** "Your Free Pharmacist Exam Prep Checklist (Limited Time)".

### **Lead Capture**
- **Free Tier:** Checklist download (PDF).
- **Paid Tier:** Upsell premium content (e.g., $19.99 for full study guide).
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## **6. Maintenance Plan**
- **Quarterly Updates:**
  - Audit checklist for **NAPLEX/PTCB changes** (e.g., new content weightings).
  - Add **user-submitted tips** (e.g., "Most helpful study tool: UWorld").
- **Monthly Fixes:**
  - Check broken links (e.g., textbook recommendations).
  - Update **resource pricing** (e.g., "Pharmacy Times app now free").

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## **7. Checklist Template (Actionable Sections)**

### **📌 Exam Basics**
- **NAPLEX vs. PTCB:**
  - NAPLEX: 150 MCQs (60% pass), 2.5 hours.
  - PTCB: 120 MCQs (70% pass), 2 hours.
- **Exam Format:**
  - 80% MCQs, 20% case studies (e.g., "A 65-year-old with hypertension...").

### **📚 Study Strategy**
- **Recommended Schedule:**
  - **Month 1:** Pharmacology (50% of content).
  - **Month 2:** Pathophysiology (20%).
  - **Month 3:** Legal/Ethics (10%).
- **Active Recall:**
  - Use **Anki flashcards** (e.g., "What's the MOA of lisinopril").

### **📊 Content Breakdown**
| **Topic** | **Weight** | **Study Tips** |
|---|---|---|
| Pharmacology | 50% | Focus on drugs (e.g., beta-blockers). |
| Pathophysiology | 20% | Memorize "ABCDE" mnemonic. |
| Legal/Ethics | 10% | Review DEA scheduling laws. |
| Patient Care | 10% | Practice case studies. |
| Pharmacokinetics | 10% | Understand half-life (e.g., T1/2). |

### **💡 Resources**
- **Free Tools:**
  - NAPLEX Blueprint (free practice tests).
  - Khan Academy (pharmacology videos).
- **Paid Tools:**
  - UWorld ($299/year) – "Best for case studies."
  - First Aid ($149) – "Best for pharmacology."

### **🎯 Test Day Tips**
- **Time Management:**
  - 1 min per question (150 questions = 2.5 hours).
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3. **Common Mistakes:**
   - Skipping "all of the following" questions.
   - Ignoring bolded text in case studies.

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8. Next Steps
1. **Deploy Checklist:**
   - Publish on `pharmacyexamprep.com/checklist`.
   - Set up email sign-up (e.g., ConvertKit).
2. **Promote:**
   - Post in Reddit/Facebook (templates below).
   - Run 3 Twitter/X ads (target pharmacy students).
3. **Monitor:**
   - Track CR/ARPU after 7 days.
   - If revenue <$5, kill after 50 attempts.

📢 Reddit Post Template
Title: [NAPLEX] Free Study Checklist – Pass Your Exam in 3 Months
Body:
Hey everyone! I just created a **free pharmacist exam prep checklist** to help you study smarter. It includes:
- Exam breakdown (NAPLEX vs. PTCB).
- Study schedule (Pharmacology → Pathophysiology → Legal).
- Top resources (UWorld, First Aid).

📥 **Download it here:** [Link] (Sign up for free!)

📧 Email Template
Subject: Your Free Pharmacist Exam Prep Checklist (Limited Time)
Body:
Hi [First Name],

I created this **free checklist** to help you pass the NAPLEX/PTCB in 3 months. Inside, you'll find:
✅ Exam breakdown (MCQs vs. case studies)
✅ Study schedule (Pharmacology → Pathophysiology → Legal)
✅ Top resources (UWorld, First Aid)

📥 **Download it here:** [Link]

Let me know if you need help!

Best,
[Your Name]

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**Status:** ✅ **Ready for Launch** – Optimized for conversions.
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Key Improvements:

- **Clearer Goals:** Focus on revenue (not just UV).
- **Stricter Kill Rule:** 50 attempts (vs. 100).
- **Actionable Templates:** Reddit post, email subject line.
- **Concrete Metrics:** CR/ARPU (vs. vague "revenue").
- **Expanded Checklist:** Tables, bullet points, and study tips.
