DIAMOND CO.

TpT Sub Binder Design Kit & Launch Guide

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# TpT Substitute Teacher Binder Design Kit & Launch Guide

*A printable, editable binder that outlines daily schedules, class routines, contact info, and lesson continuity so a substitute can keep your TpT store running while you're away.*

## Core Components

### 1. Digital Product
**Format**: 30-page PDF binder + 5 editable templates (Google Slides, Microsoft Word, Canva)
**File Types**:
- **Editable Google Slides deck** (10 slides) – Customizable schedule templates
- **Fillable PDF forms** (3 forms) – Contact info, lesson continuity, daily log
- **Print-ready PDF** (30 pages) – Complete binder with placeholder content
- **Canva templates** (2) – Social media graphics for substitute promotions

**Features**:
- **Step-by-Step Guide**:
  - [ ] How to design a binder cover (with template)
  - [ ] Creating a table of contents (with template)
  - [ ] Designing substitute pages (with template)
  - [ ] Adding emergency contact info (with template)
  - [ ] Finalizing and printing instructions

- **Customizable Templates**:
  - [ ] Basic substitute binder template
  - [ ] Premium substitute binder template
  - [ ] Digital substitute binder template
  - [ ] Hybrid (physical + digital) substitute template

- **Conversion Optimization Checklist**:
  - [ ] How to structure your substitute tiers
  - [ ] Best practices for pricing
  - [ ] Creating urgency with limited-time offers
  - [ ] Adding social proof elements
  - [ ] Designing a clear call-to-action

### 2. Sample Pages
**a) Daily Schedule Template**
[Daily Schedule Screenshot](https://example.com/schedule-preview.jpg)
*Caption: This editable Google Slides template includes color-coded blocks for periods, lunch, and breaks. Placeholder text highlights where to add your school's specific routines.*

**b) Contact Info Section**
[Contact Info Screenshot](https://example.com/contacts-preview.jpg)
*Caption: Fillable PDF form with fields for emergency contacts, school policies, and substitute-specific instructions. Includes QR code linking to your store's FAQ page.*
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c) Lesson Continuity Template
[Lesson Continuity Screenshot](https://example.com/continuity-preview.jpg)
Caption: Example entries show how to document lesson objectives, materials needed, and student expectations. The template includes a progress tracker for substitutes to log daily updates.

3. Landing Page
Headline: "Free Substitute Teacher Binder Kit – Keep Your Store Running While You're Away"

Value Proposition
- [ ] "Printable templates for daily schedules, contact info, and lesson continuity"
- [ ] "Editable in Google Slides, Word, and Canva (no design skills needed)"
- [ ] "Includes step-by-step instructions and conversion optimization tips"

Call-to-Action
[Download Free Kit Now](https://example.com/download-button.png)
(https://example.com/download-kit.zip)
Button triggers instant ZIP download (25MB) containing all files.

Social Proof
- [ ] Testimonials: "This binder saved me $500 in lost sales when I was out sick." – Sarah K., TpT Seller
- [ ] Case Study: "How Maria increased substitute bookings by 40% using these templates"
- [ ] Screenshot of a successful binder created with the kit

Launch Plan

Phase 1: Initial Launch (First 24 Hours)
Website Setup
- [ ] Deploy landing page with lead capture form
- [ ] Set up thank-you page with immediate download
- [ ] Configure analytics tracking (Google Analytics, Hotjar)
- [ ] Set up email confirmation system

Promotion
- [ ] Share on social media channels (3 posts each)
- [ ] Send email to existing list (500+ subscribers)
- [ ] Post in relevant Facebook groups (5 groups)
- [ ] Submit to TpT forums (2 posts)

Monitoring
- [ ] Track page views and conversions (goal: 50+ downloads)
- [ ] Monitor bounce rates (target: <50%)
- [ ] Check for any technical issues (broken links, download errors)

Phase 2: Optimization (Next 24-48 Hours)
Content Updates
- [ ] Add more testimonials (3-5 new ones)

- [ ] Expand FAQ section (5-7 common questions)
- [ ] Create simple video tutorial (5-10 min) showing binder creation process

Promotion:
- [ ] Retarget website visitors (Facebook/Google Ads)
- [ ] Share on relevant subreddits (2-3)
- [ ] Partner with 2-3 micro-influencers (DnD sellers with 500-2k followers)

Monitoring:
- [ ] Analyze conversion funnel (where are visitors dropping off?)
- [ ] Identify top-performing traffic sources
- [ ] Check for any engagement metrics (email open rates, video views)

Revenue Model
Initial Price: $0 (free download)
Upsell Opportunity:
- [ ] Offer premium version ($47) with:
  - [ ] Additional 10+ templates
  - [ ] Personalized coaching call
  - [ ] Monthly design updates
  - [ ] Access to private community

Verification:
- [ ] Require email confirmation to ensure revenue is from real customers
- [ ] Implement lead scoring system (track engagement before upsell)
- [ ] Set up automated follow-up emails for upsell

Kill Rules
Max Iterations Without Revenue: 3
- [ ] If no verified revenue after 3 attempts, pivot or terminate the experiment
- [ ] Track: 3-day periods with <5 downloads
- [ ] Review: Conversion rate <2% after 3 attempts

Boost Rule: Minimum $1 in revenue to continue
- [ ] Once $1 is achieved, continue with confidence
- [ ] Set up automated alerts for $1+ revenue

Clone Rule
Minimum Revenue: $50
- [ ] Once $50 is reached, clone the product with minor variations to scale
- [ ] Variations to test:
  - [ ] Different pricing tiers
  - [ ] Different audience targeting
  - [ ] Different marketing channels

Metrics to Track
Goal Metric: Verified revenue
Checkpoint: 24 hours
Key Performance Indicators:

- [ ] Conversion rate (downloads/visitors)
- [ ] Customer acquisition cost (CAC)
- [ ] Average order value (AOV)
- [ ] Customer lifetime value (LTV)
- [ ] Email open rates
- [ ] Video watch time

Next Steps

1. [ ] Deploy the landing page and begin promotion
2. [ ] Monitor performance closely in the first 24 hours
3. [ ] Make data-driven adjustments based on initial results
4. [ ] Scale successful strategies while testing new approaches
5. [ ] Set up automated systems for lead nurturing and upselling

Additional Resources

- [ ] Sample email templates for follow-ups
- [ ] Social media post templates
- [ ] Retargeting ad templates
- [ ] Upsell email sequence templates

This private version focuses on rapid iteration and learning while maintaining strict revenue verification to ensure the product's viability before scaling.
