



Pretty Fabulous Designs

Pretty Fabulous DESIGN SCHOOL

Planner 101 Workbook

follow your dreams



welcome!

If you're like me, you've been **IN LOVE WITH PAPER SINCE YOU FIRST LAID EYES ON IT.** Then came your love of pretty pens and all of the wonderful colors you could write in it with. And after that stickers to adorn all of your beautiful scawlings, followed by stamps, wax seals, embossers and then we get into glitter and gold foiling....

It was only natural that you'd love planners, notebooks, journals and pretty much anything that was lined, spiral bound and had a pretty

cover.

CREATING AND DESIGNING YOUR OWN LINE OF PLANNERS WAS INEVITABLE.

I'm so excited you're here! I'm going to help make your dreams a reality and turn that passion project into a real business.

There's so much to learn and so many different moving parts. It can be pretty overwhelming when you're just starting out, especially if you're doing it all alone.

I've been there; I know how it feels. The important thing is, you're taking action! You've found your tribe of like-minded Planner Pixies and together we'll conquer the Planner World.

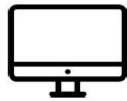
Alright, let's do this!

XOXO

Lisa

your indesign bff

ABOUT THE COURSE



5 MODULES TAUGHT BY LISA

Easy To Follow Lessons



Course WORKBOOK

You'll receive a workbook to walk you through the modules & have a safe space for all your notes!



Course DISCUSSION

Ask questions & build community with other students in the Comments section within each Lesson



Course RESOURCES

Links to all software, blog articles and products used in the lessons



Course DOWNLOADS

Every Design School Course comes with a section for digital downloads



Course BONUSES

Every Design School Course comes with a section for bonus material



THIS COURSE WILL COVER THE FOLLOWING FIVE LESSONS

Lesson 1 • Types of Planners

Lesson 2 • The Anatomy of a Planner

Lesson 3 • Horizontal vs Vertical Layouts

Lesson 4 • Kickstarter Funding

Lesson 5 • Design Options



Blog Images 101

Enrollment opens late Oct 2017

GET NOTIFIED

DID YOU KNOW THAT....

- Blog articles with images get 94% more views?
- Or that Including a Photo and a video in a product release (aka as your book release) increases views by over 45%?
- An estimated 84 percent of communications will be visual by 2018
- Posts that include images produce 650 percent higher engagement than text-only posts

Up Your Visual Online Presence by learning:

- How to create images that are as beautiful as your book covers
- How to foster brand recognition across all your social media platforms with images
- Best sources for stock photos, images and icons for your blog
- How to create a digitally branded watermark
- Best font pairings
- How to decide between solids, patterns and decorative elements
- The psychology of color when it comes to consumer purchase decisions
- And more

You don't need to be a graphic designer to create Beautiful Blog Images *but you do need to understand the foundational concepts behind what sets apart good design from bad.*

FORMAT

This course will be taught over 4 lessons – one per week. You will be given pre-made design templates to work with.

<https://rebrand.ly/blogimages101>

LESSON 1: Types of Planners

LEARNING OBJECTIVES

- Understand why there is not a lot of information available about creating planners
- Understand the different markets where you can sell your planner
- Understand the different types of planners that you can sell and what types of customers those will appeal to
- Understand niche planners and who will be interested in them

DECISION QUESTIONS *to help you determine what types of planners you want to sell*

- Decision Question #1: Do you plan to sell physical, digital or both?
- Decision Question #2: Where will you be selling your planners: online via an Etsy type of market, big box retail like Target or Staples or small boutique stationery companies like Paper Source?
- Decision Question #3: What types of Planners With A Purpose can you sell to differentiate yourself in the market?

LESSON 1: Types of Planners

QUESTIONS *to help you understand the market and make smart business decisions*

- Question #1: How can you give yourself a competitive advantage?
- Question #2: What are your warehousing and fulfillment options when it comes to physical planners and what is the best option?
- Question #3: What is Drop Ship Fulfillment and who should research this?
- Question #4: What is a Vanity Press & what is the best strategy for selling this way?

LESSON 1: Types of Planners

QUESTIONS *to help you get a head start on learning planner design & layout*

- Question #1: What software program is best for creating planner layouts?
- Question #2: What is the problem with creating planners in Microsoft Excel or using a free Canva template?
- Question #3: What can you do to start learning InDesign?
- Question #4: What is something you can start doing right now to get started on learning design or how to customize and edit planner templates? And in which Planner Course will I be offering How To Create Stickers as a bonus lesson?

LESSON 2: The Anatomy of a Planner

LEARNING OBJECTIVES

- Understand what goes into a planner and what your customer is expecting as a must-have vs a nice-to-have
- Understand the difference between someone who prefers a Bullet Planner vs a more structured Planner
- Understand how you can provide more value in your Planner and increase your revenue with upsells

QUESTIONS *to help you determine the layout of your planner*

- Question #1: What is the # best selling planner of Erin Condren & Plum Planner?
- Question #2: What online sales platform allows your customer to see their personalization in real-time?
- Question #3: What can you offer your customers instead of real-time javascript programming of their customization options?

LESSON 2: The Anatomy of a Planner

- Question #4: What type of paper options are available for your cover? What are some cost-prohibitive options? And what do I recommend?
- Question #5: What should your planner have on the first page [inside your planner]?
- Question #6: Where does your Welcome/Introduction go? What should you make sure to connect for the customer in your Welcome and why?
- Question #7: Where should you put personal information, like how much laundry you do everyday or what your favorite ice cream flavor is?

LESSON 2: The Anatomy of a Planner

- Question #8: What should be on the very first page before your copyright information?
- Question #9: What should your next section be about if it's a planner with a purpose vs a general dated planner for calendar only purposes?
- Question #10: Why are your customers buying your planner instead of a Bullet Planner? What are they looking for that you should provide in order to have repeat customers?
- Question #11: What are in the "guts" of the planner"

LESSON 2: The Anatomy of a Planner

- Question #12: What does At-A-Glance do a great job of inserting into the middle of their planner? And how can you take advantage of this in your planners?
- Question #13: What typically goes in at the end of the planner?
- Question #14: What are special add-ons that Plum Paper does a good job of upselling with their core planners?
- Question #15: What are other ways in which you can provide more value to your customers and increase your revenue at the same time? And in which Planner course will I be teaching you how to design these?

LESSON 3: Horizontal vs Vertical Layouts

LEARNING OBJECTIVES

- Understand what the bestselling layouts are and why
- Understand who prefers the other types of layouts
- Understand in which future Planner course you'll learn how to create these types of layouts

QUESTIONS *to help you determine the layout of your planner*

- Question #1: What is the bestselling layout?

- Question #2: Who uses this type of layout?

LESSON 3: Horizontal vs Vertical Layouts

- Question #3: Who likes the other types of layout that isn't as popular?
- Question #4: Who uses this type of layout?
- Question #5: What will the Planner 201 series teach? And which layouts will you learn?
- Question #6: How can you get templates for both types of layouts?

LESSON 3: Horizontal vs Vertical Layouts

- Question #7: How is the Savor The Success Planner setup? What is the left side vs the right side? And what kind of a planner is this considered?
- Question #8: What are solutions to giving customers a heavy daily planner of 365 days?
- Preview Question for Lesson 4: What is the minimum # of planners you need to order for physical planners?

LESSON 4: Kickstarter Funding for Your Planners

LEARNING OBJECTIVES

- Understand the differences between the top 2 biggest crowd-funding platforms
- Understand which one makes the most sense for you and your products
- Understand how to prepare your materials for a successful campaign
- Understand how to price out your offerings within your campaign

QUESTIONS *to help you determine the best funding route for your business & how to prepare*

- Question #1: Who are the 2 biggest crowd-funding platforms?
- Question #2: What are the differences between the two?
- Question #3: Which one do I recommend for funding your planner?

LESSON 4: Kickstarter Funding for Your Planners

- Question #4: What is the most important thing you need ready to go for your crowdfunding campaign?
- Question #5: How much is the investment \$\$ if you decide to DIY your own vs hiring someone? What are some alternatives to find material?
- Question #6: What should you be offering to entice potential funders? What must you know in order to avoid losing money on your offers?
- Question #7: What are the differences between the 2 major platforms you should consider when setting your offers up?

LESSON 5: Design Options: DIY vs Hiring a Designer

LEARNING OBJECTIVES

- Understand the differences between DIY and hiring a professional designer
Understand which future Planner Courses from Pretty Fabulous will offer DIY
- Understand how to prepare your materials for a professional designer
Understand important contract considerations when negotiating the terms with a professional designer

QUESTIONS *to help you determine if you should learn to diy or outsource the design phase*

- Question #1: What is a good use of monthly planners? And in which future Planner Course will I be teaching you how to design that layout?
- Question #2: What is the most popular layout [you answered this already in the layout course!] And in which future Planner Course will I be teaching you how to design that layout?
- Question #3: Where can you find a designer as a piece-for-hire who is versed in planners?

LESSON 5: Design Options: DIY vs Hiring a Designer

- Question #4: How much will it cost you to hire me as a customer designer for your planner?
- Question #5: Why do most designers not list planner layouts as a service?
- Question #7: What must you send the designer in order to get started?
- Question #8: What is the most challenging part of working with a designer and what can you specify in the contract to help prevent this from happening to you?

LESSON 5: Design Options: DIY vs Hiring a Designer

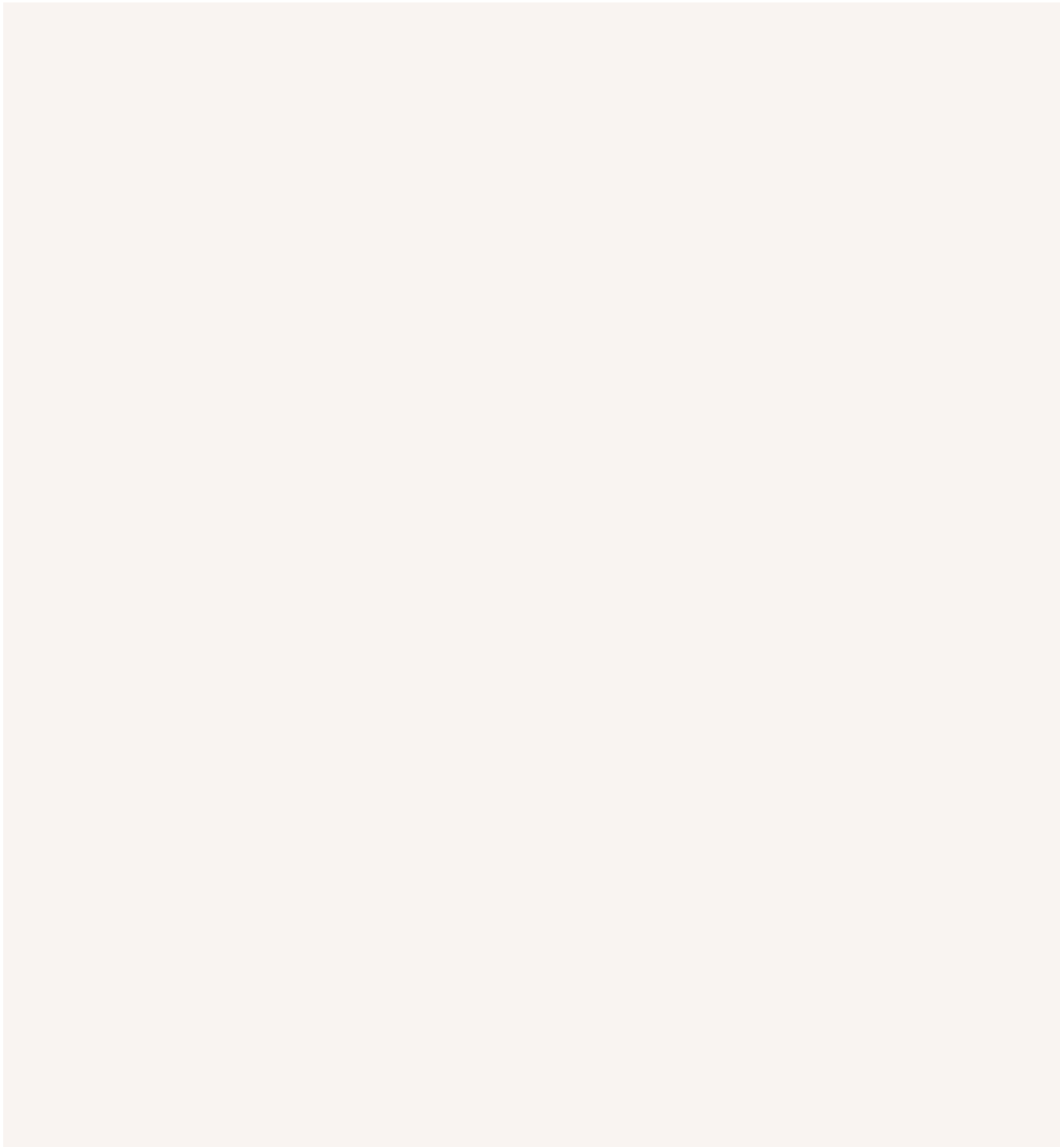
- Question #9: What are your responsibilities to the designer to ensure your project stays on track?
- Question #10: When you put the contract together with the designer, what are the 2 most important questions you should ask be specified in the contract? which options are less expensive?
- Question #11: What is the typical turnaround time for the entire process?
- Question #12: If you're going with physical planners: Why do you need to choose your manufacturer before your designer can begin doing any work for you?

LESSON 5: Design Options: DIY vs Hiring a Designer

- Question #13: What is a hybrid option if don't want to DIY from scratch but you also don't want to hire a professional designer?
- Question #14: BONUSES What 2 bonuses will you receive if you purchase a bundle of all 3 courses?

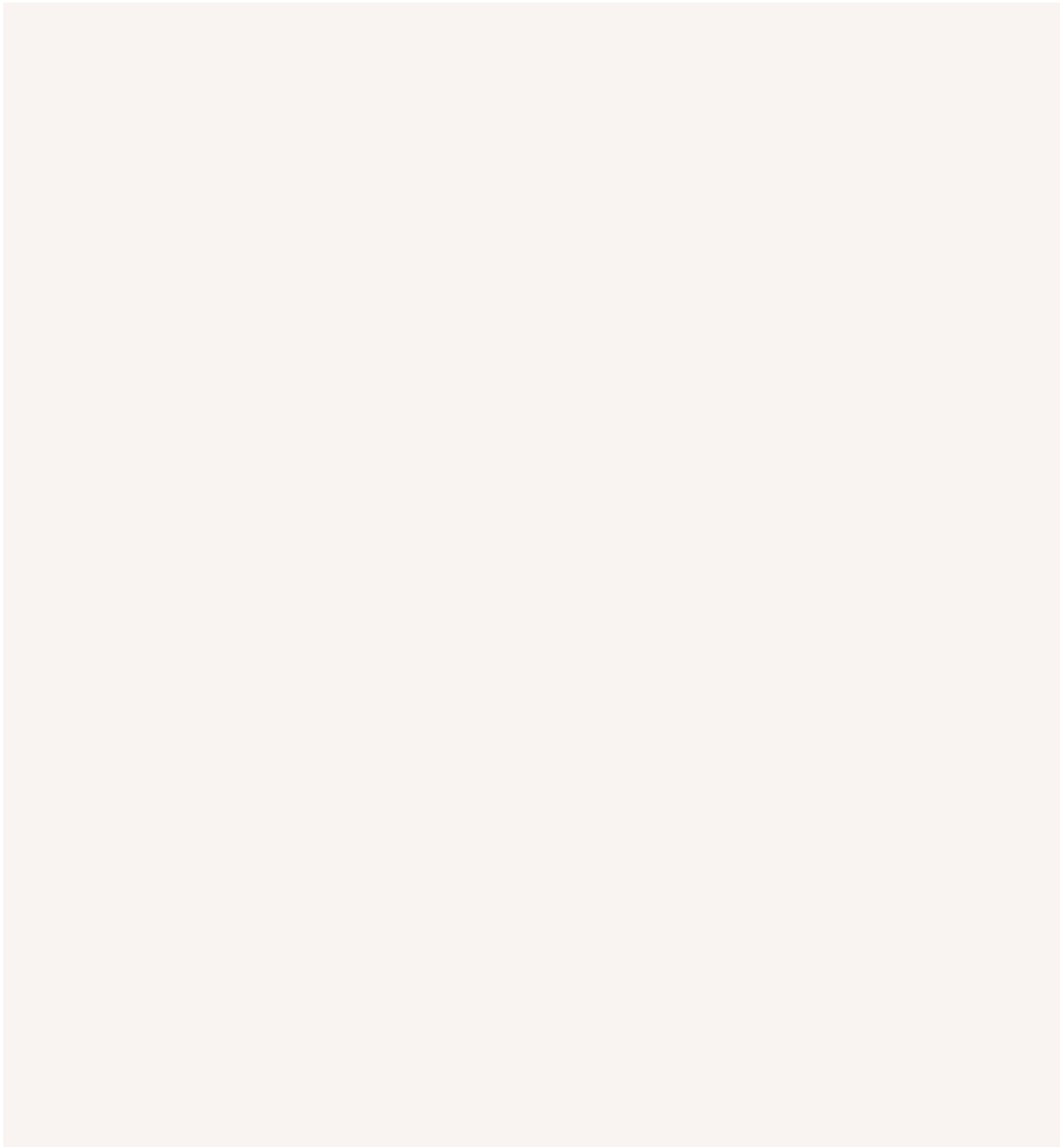
NOTES

The weakest ink is stronger than the strongest memory



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WHO'S STOPPING YOU?

Is it you...Is it that Negative Nancy you call your best friend, your partner or your family member? Sometimes we're our own worst enemies and other times we allow doubt and fear into our lives that stop us from fulfilling our true destinies.

YOU ARE IN CONTROL

You decide who enters your sphere of influence and more importantly, **who must exit**. Decide right now today that you are on the path to positivity, productivity & peace.

Eliminate anyone and anything that stands between you and the life you want.

How do you decide? Do you find yourself saying "no" instead of saying "yes"? (Or maybe you find yourself saying "yes" to things you really wish you said "no" to, and now you have no time to say "yes" to what you WANT to?)

Being miserable is a choice. **You are NOT a victim**. You can change your life.

Choose not to look at the glass being half empty vs. half full. Choose to surround yourself with people who will lift you up and not bring you down.

Trust me. I've been there. So much, in fact, that I told myself for 2 years I wasn't pretty enough or smart enough or good enough to have an amazing relationship or run a business.

So I didn't.

You know what changed...I did. I **stopped talking to toxic people out of obligation**. I stopped feeling guilty for saying no **AND FOUND *more time & space for activities and people I loved*** and who loved and supported me and my dreams.

Your dreams matter.

Your passion projects and dreams are real things

And they can be your future reality

If you can dream it, then **YOU CAN DO IT**.

Anyone who disagrees is not on your team

and doesn't deserve a spot in your life

Save those slots for people who believe in you

Tell me, who's stopping you?

YOU'RE
FINISHED!



I am so proud of you. You did it. YAY!

You walked through this 5-Lesson Planner 101 Intro & you didn't look back. You kept going, through the tough parts, the confusing parts & the not so clear parts, even when it was really, really hard to. You inspire me, and I couldn't be prouder.

You CAN create beautiful Digital Products. I'm cheering for you,

XOXO,
Lisa | Your InDesign BFF

MARK YOUR CALENDAR!

Digital Product **DESIGN SCHOOL**

FUTURE COURSES

Premium Planner Design Courses

[Enrollment Opens Sept 19]

Planner 201

Designing Your Core Planner Pages

Layouts Covered: Annual, Monthly, Weekly, Daily

Planner 301

Designing Your Add-Ons

Layouts Covered: Intro Pages, Supplemental Packs like Fitness Trackers, Grocery Lists, etc. and Specialty Planners with a Purpose

Planner 401

Producing Physical Planners

Topics Covered: In-home production setup [DIY the entire book], Print On Demand, Bulk Overseas Production

NEXT Blog Images 101

[Enrollment opens late Oct 2017]

GET NOTIFIED

Blog Images 101

Blog articles with images get 94% more views?

How to DIY your own beautiful blog images

FREE GIFT: Walking Guide

<https://www.instafreebie.com/public/SOS3W>



indie marketing

Give Your Author Branding A Bombshell Makeover
learnindiemarketing.com



pretty fabulous
I N D E S I G N T E M P L A T E S

Let's be friends

Website <https://prettyfabulousdesigns.com/>

YouTube <https://rebrand.ly/pfyoutube>

IG <https://have2have.it/prettyfabulousdesigns/>

FB <https://www.facebook.com/prettyfabulousdesigns/>

Pinterest <https://www.pinterest.com/prettyfabulousd/>