☑		CREATING AN ANCHOR PRODUCT - CHECKLIST
	1	**What are three things that define your artwork?**
	2	**Identify your customer persona.**
	3	**Find the customer personas** - demographics, needs, hobbies, goals, barriers.
	4	**Define one item on the customer personas** list that you can solve, fill a need, or improve their happiness.
	5	**Develop a product idea around improvements** you are making for the customer persona.
	6	**Write down the keywords related to your product** idea and the improvement keywords for customer persona. Break them down into two groups. Product & Customer
	7	**Research your keywords** and download the stats for each one. Is there traffic for your keywords? **(YES or NO)** - **Don't lie to yourself!** - YES - move forward - NO rethink the idea based on positive keywords you may have found during this process.
	8	**Search Google using your keywords** and research products related to those keywords.
	9	**Find at least five products** that relate to the keywords and your product.
	10	**Write down the products.** Using the product research form. Name, URL, photos, price range, product particulars, ideas & observations
	11	**Condense your product attributes using the condense form.**
	12	**Design your product based on your research.**
	13	Find your audience online using keywords: Facebook groups, clubs, social media, demographics.
	14	**Test the product** with the audience. Do they respond? **Good? Bad?** Adapt the product if needed.
	15	**Buy a GTIN - Set up a Google Merchant account**
	16	Create a website **landing page for your anchor product**. Make sure you have a button to buy the product.
	17	**Run a search ad on Google Ads to your landing page.** You can also use Facebook with META Business ads on Facebook and Instagram.
	18	Analyze the results of the ads. Adjust with a new ad campaign.
	19	**Compare the two ads.** Make adjustments. Keep good ads and pause ineffective ads.
	20	**Be open to new versions of what has worked throughout this process.**