

# The **PLR Powered** **Faceless Facebook**

C O N T E N T   S Y S T E M



## **Monetization Planning Worksheet**

# The PLR Powered Faceless Facebook Content System Monetization Planning Worksheet

Plan Your First Freebie, Product, And Upsell Using PLR

This worksheet helps you make fast, strategic decisions about what to create and sell so your page doesn't **JUST** grow an audience but also starts making **MONEY!**

Using just a few solid pieces of PLR, you'll figure out:

- ⇒ What to give away to grow your list
- ⇒ What to sell first to start earning
- ⇒ How to upsell for even more revenue

💡 This is your game plan! Your monetization roadmap in one place.

✍️ Fill it out once to get your funnel up and running.

🔄 Come back to it every time you launch something new.

*Stuck on what to sell?* This worksheet gets you unstuck! No guessing, no overthinking.

Use it to connect the dots between your content and your income... and build a funnel that turns followers into buyers, step by step.

*Let's do this!*

## Step 1: Define Your Audience And Their Pain Points

*Who am I creating these offers for?*

My audience is: \_\_\_\_\_

Their biggest struggles are: \_\_\_\_\_

The transformation they want is: \_\_\_\_\_

## Step 2: Plan Your Freebie (Lead Magnet)

**Purpose:** Attract new followers and grow your email list.

- Freebie Type:
- Checklist
- Short guide/report
- Template
- Other: \_\_\_\_\_

PLR Source(s) to Use: \_\_\_\_\_

What problem does this freebie solve?

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Working Title: \_\_\_\_\_

Call-to-Action for Freebie: \_\_\_\_\_

# Step 3: Plan Your First Paid Product

**Purpose:** Generate your first revenue stream with a simple, low-ticket offer.

Product Type:

Ebook

Toolkit (guide + checklists + templates)

Mini-course

Other: \_\_\_\_\_

PLR Source(s) to Use:

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What outcome will this product deliver?

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Working Title: \_\_\_\_\_

Price Point:

- \$7-\$17
- \$17-\$27
- Other: \_\_\_\_\_

## Step 4: Plan Your First Upsell

**Purpose:** Increase your revenue per customer with a higher-value offer.

Upsell Type:

- Membership/community
- Larger bundle (product + bonuses)
- Workshop/challenge
- Affiliate offer
- Other: \_\_\_\_\_

PLR Source(s) to Use:

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What added value does this upsell provide?

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Working Title: \_\_\_\_\_

Price Point:

- \$17-\$27
- \$27-\$47
- \$47-\$67
- \$67-\$97
- Other: \_\_\_\_\_

## Step 5: Connect Your Funnel

Write out your full monetization flow:

PLR-Based Content → Freebie → Product → Upsell

**Pro Tip:** Start simple. One freebie, one product, and one upsell are enough to get your funnel working. You can always expand later.