

8 TYPES OF CHECKLISTS



A checklist is a popular tool to aid people in successfully getting things done without relying on memory alone. But, checklists are also used to create a system that helps people eliminate risk, doubt, and guesswork.

"Everything should be made as simple as possible, but not simpler." ~ Albert Einstein

1. UNCERTAINTY LIST

Help your audience identify areas that are commonly missed with a "what to do" or "what to check" list. It inspires them to take proven action and to turn their uncertainty into confidence to solve their challenge and move ahead.

2. NEED TO KNOW LIST

People "need to know" and understand things. It's an innate cognitive need. Create lists to share new ideas. The idea of the "unknown" and "missing out" can spark your audience's internal curiosity and "need to know."

3. TO DO LIST

Take their mind off of remembering to do everyday tasks. Eliminate stress and build their confidence in getting things done. On the other hand, it can enhance their thinking throughout the day as they stumble onto ideas to check off items from their list.

4. WHAT NOT TO DO LIST

Take the opposite approach and list things they shouldn't be doing. This tugs on a person's uncertainty strings and makes them curious. "Am I doing something I shouldn't be doing?"

5. TIME SAVINGS LIST

People are crammed for time as they multitask from their job to their personal life. Saving time on tasks enables people to concentrate on more important things.

6. INSIDER'S SECRETS LIST

People love feeling important and being one of a select few. Create lists that are exclusive to your audience and that most people don't know about.

7. KISS LIST

One acronym for KISS is "keep it simple and straightforward". Create a list that simplifies a complex process. This enlightens people to release their fears, uncertainty, and doubt and gives them confidence to repeatedly do the tasks successfully.

8. URGENT, CLEARED FOR TAKEOFF LIST

Are you in an industry where risks can contribute to failures leading to the loss of life, a disastrous business decision, and even financial ruin? Checklists, sharing your expertise and proven results can be urgent and critical to eliminating risks for your audience.