

# 7 STEPS

## *to create a perfect planner*

For professionally-produced planners we can help you create, print, sell and share exactly what you want from A to Z. Just follow these steps to create the planner of your dreams.

# 1

## CHOOSE YOUR TOPIC AND AUDIENCE

The sky is the limit when it comes to topics and types of planners. Start by asking yourself: Who is your audience and what type of planner would best serve their needs? Planners can be as specific as for horse owners or parents of multiples, or they can serve a broader audience such as moms or women entrepreneurs. Planners can also be a comprehensive addition to your coaching, mastermind or VIP program.

# 2

## DECIDE SIZE AND SPECS

The size and specs for your planner are the foundation of what you're building. For ideas and inspirations, check out the Vervante Video Vault. Some of the things you should decide include:

- Page size of the planner.
- Type of cover: hard, soft or somewhere in between.
- Cover treatment: foil stamping, metal corners, faux leather, linen, poly overlays, poly plastic, laminate cover, etc.
- Binding: plastic spiral, metal spiral, wire-o, punched for disc binding, concealed wire-o, or perfect bound.



Planners can include a mixture of yearly, monthly, and daily planning pages, plus other pages that complement the theme.

- Dated planners are created for a specific period of time such as a calendar year or school year.
- Undated planners allow the user to fill in the dates and use anytime.
- Extra pages can be things like: coloring pages, checklists, exercise routines, accounting tasks, goal-setting or goal-tracking, reading lists, doodling pages, brainstorming exercises, nutritional guidelines, mantras or meditations, inspirational quotes, etc.
- Pages can be printed in color, black-and-white, or both.

## 3 TIME TO DESIGN

Design matters. If you want to do it yourself, you can use programs like Canva or InDesign to create your planner pages. Or you can hire a professional graphic designer. Just make sure your planner design is both beautiful and functional for a high-quality look and feel. Print-ready, high resolution PDFs are required. We offer a PDF checklist [HERE](#) for preparing print-ready PDFs.

## 4 DECIDE ON THE DETAILS

It's all the little extras that can make a planner extra special. Check out the Vervante Video Vault showcasing features that can add both fun and functionality, such as:

- Plastic spiral binding in more than 50 different colors.
- Metal spiral binding available in a variety of colors.
- Wire-o binding in seven colors
- Gold metal corners

- Round corners for planners with soft, board or laminated covers
- Colorful elastic straps and ribbon markers
- Custom die-cut tabbed dividers
- Snap-in placeholders/bookmarks
- Pockets
- Kiss-cut stickers
- Printed end sheets

## 5 PRICING AND PRODUCTION

Contact us at [sales@vervante.com](mailto:sales@vervante.com) for free printing quotes and information. We provide a wide range of cost-effective, customized options for printing daily planners so you can get what you need, when you need it, and exactly how you want.

### **\*MIX-AND-MATCH FOR THE SAME PRICE**

*If you like the idea of having the same planner but with a variety of covers to make them look different, we can mix covers on a print run. For example, if you would like to order 100 planners, all with the same interior content, but have a variety of 4 different covers, we will give them the price of 100. We can print different covers and bind them with any of our options for the combined total price.*





## 6 PRESENTATION IS IMPORTANT TOO

A beautiful planner deserves beautiful packaging. If you want to make a great impression right from the start, we can provide custom boxes, shipping labels, message cards, stickers or bookmarks to include with your planners. Our fulfillment services can make sure your planner gets the presentation it deserves by wrapping it in tissue paper, ribbons or other special items provided by our clients to give it a personal touch that will really impress customers. Check with our experts at [sales@vervante.com](mailto:sales@vervante.com) for ideas and information.

## 7 ORDERS, SHIPPING AND FULLFILLMENT

Soft launches and pre-orders are a great way to help determine demand for your planner so you can plan ahead. But the secret to successful launches and happy customers depends on having a streamlined sales and shipping process. You can sell from your own website, on Amazon, Etsy, or in our online Bookstore where we can handle credit card payments for you.

We accept orders from any shopping cart, and many popular carts like Shopify can be easily set up to automatically send us your orders. However, we make it easy for you to use any shopping cart, so you can use the cart you prefer, and we'll ship your planners anywhere in the world.

*Schedule an appointment to talk to us [HERE](#)*

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