



Jennifer

ACTION PLAN

Designing and Creating your Program Quickly and Easily Worksheet

[Business Name:] _____ Date: _____

Step One: Deciding On Your Business Model

Successful coaching businesses thrive on a mixture of live interaction and passive income. Before creating your first program or product, make sure you have determined your own "big picture".

1. How many individual clients can you work with "live":

- a. Per day
- b. In a group or workshop setting

2. What is your ideal balance of interactive, live clients to passive income creation and maintenance?

- a. No live or one-on-one. All passive income or on-demand products
- b. ___% live interactive and ___% passive products or on-demand packages
- c. All live

3. What do you most want to be known for?

- a. _____
- b. _____

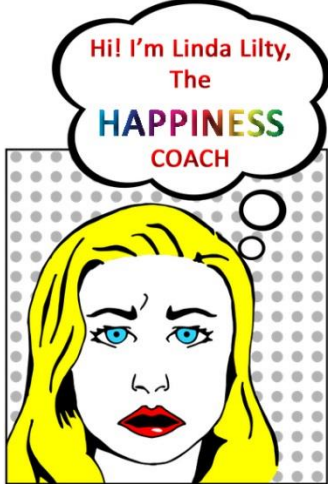
Practical Exercise

Step Two: Set Up Your Powerful Positioning Profile Here

Use your first program or product to establishing yourself as the “hottest” and most visible coach in your field.

Profile Brainstorming Questions	Write your answers here...
<p>1. What will demonstrate your unique benefit or difference as a coach in your first program or package?</p>	<p>I am unique because.....</p> <p>.....</p> <p>.....</p> <p>I can provide</p> <p>.....</p> <p>.....</p>
<p>2. What are you most asked about, complimented on or asked for help with?</p>	<p>People always want me to:</p> <p>.....</p> <p>.....</p> <p>.....</p>
<p>3. Are you going to brand yourself with a memorable title? If so, what does that title instantly mean to or tell your ideal client?</p>	<p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p> <p><input type="checkbox"/> It tells my ideal client that:</p> <p>.....</p> <p>.....</p>

<p>4. Your top six best title ideas:</p>	<p><input type="checkbox"/></p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p>
<p>5. Your top six best tag line ideas</p>	<p><input type="checkbox"/></p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p>
<p>6. What does your tag line “say” to your ideal client?</p>	<p>It makes them instantly think:</p> <p>.....</p> <p>.....</p>
<p>7. What title have you settled on?</p>	<p><input type="checkbox"/></p>
<p>8. What tag line have you settled on?</p>	<p><input type="checkbox"/></p>

<p>9. Does your title and tag line together give a strong and instant “picture” of what your coaching is all about?</p>	<p><input type="checkbox"/> No, I can refine it further by:</p> <p>Eliminating</p> <p>Changing</p> <p>Adding</p> <p><input type="checkbox"/> Yes, it does</p>
<p>10. Do the branding graphics you plan to feature with your title, tagline and program promotion support and reinforce your branding?</p> <p>Is there anything about their “message” or the impression they convey that contradicts or undermine your title, tagline and signature program message?</p>	
<p>11. What are your six best ideas for your signature program?</p>	<p><input type="checkbox"/></p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p>
<p>12. What signature program name have you settled on?</p>	<p><input type="checkbox"/></p> <p>.....</p>