

Creating My Program

- I am planning to maximize the content I create by:
 - Using it for multiple programs or package options
 - Re-purposing my content into completely different products
- I have created a specific, single-focus “signature program” that reflects my identity and skills
- I have checked out resources and tools that can help me short-cut “behind-the-scenes” processes at sites such as Coachglue.com
- I am planning to create packages, programs and products that will help me:
 - Become known for my specialty
 - Build a community around my specialty
 - Boost my reputation - and worth
- I have considered many formats for my coaching packages, programs and products, including:
 - Video
 - Podcasting
 - Webinars
 - Teleseminars
 - Writing
 - Speaking in person to larger audiences - or to more intimate groups
 - Communicating one-on-one
- I have also considered multiple free and paid product types, including:
 - In-person workshop
 - A mini brainstorming session
 - A website analysis

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- A personal “plan”
 - A podcast
 - A basic training package on how to accomplish one important thing
 - A video revealing a genuine “secret” your client can immediately use
 - A webinar or interview with a leader in your field
 - Simple but incredibly useful App
 - Kindle eBook
 - Other _____
- I have determined which communication methods my ideal clients prefer
 - I have noted:
 - What my ideal clients social networks, forums and mastermind groups
 - What type of posts, information, links and content my ideal clients like to share
 - I have identified what will make my sales funnel selection of programs, packages and products feel better and more useful than my competitor’s
 - I have identified the single strongest benefit or factor that should prompt potential clients to choose me over my competitor
 - I have made actual notes about these questions I am asking myself and answering
 - My signature program references my “big benefit” for clients, if they choose me
 - I am making a habit of always adding a unique and original twist to material I re-purpose or re-package
 - Each product, package or program in my sales funnel helps clients transform some aspect of their life they are “stuck” with
 - I have created a single “big question” (or other eye-grabbing device) to hook my ideal client into interacting with my home page and landing pages
 - I have brainstormed at least six ideas for quick, simple but powerful products ideally suited to the clients I want to attract
 - I have chosen one of these ideas based on:

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- Client appeal
 - Length of time to produce the product
 - Ease of product creation
 - Potential return
 - Production and promotion budget
 - Other _____
- I am planning a balanced sales funnel to naturally lead my clients through it
- I am keeping my new subscribers and clients engaged by methods such as:
- Creating coaching packages in case they want to jump straight to one-on-one coaching
 - Creating on-demand products such as recorded webinars, transcripts and workbooks
 - Creating regular email follow-ups to keep them interacting with me while we mutually get to know each other
 - Other _____
- I have created social presences branded with my coaching identity - and/or for my signature program
- I have created:
- A Facebook Page
 - A Facebook Group for subscribers or customers/clients only
- I have created a calendar, timeline and checklist for launching my first product
- I have commissioned or created for my product launch:
- Content
 - Graphics
- I have begun to create a buzz about my product
- I am listening to subscriber, customer and client feedback to spark product ideas on demand