

## **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