



## MODULE 2

# How to Create Hot Selling Online Courses, Products, & Programs to Get New Clients and Earn Passive Income

with Jennifer Henczel



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## Creating a Convincing Package

So you've done what is necessary to improve your own skills in certain areas: You've taken those elocution lessons and practiced breathing from your diaphragm, or you've mastered your webinar provider's system enough to not have to think twice about it (even if you've decided to add a VA to help you with set up and other details).

1. What is going to make your complete offering selection feel better and more useful than your competitor's?
2. Why will clients choose you over your competitor? (Especially if you're new to the field!)
3. What do people always:
  - Ask you for help with
  - Ask you for information about
  - Praise you for and compliment you about
  - Refer their friends to you for
4. What are your three top qualities?
5. What are your coaching values?
6. What is your particular skill?
7. What makes you unique?

(Look for "common denominator" phrases people use in their compliments. If you are always being asked about the same thing, or complimented on it, most likely people are already looking up to you as a leader in that field.)

There are two other vital questions to ask - so important that if you ask yourself no other questions, ask and find the answer for these:

1. What is the number one challenge your potential client is facing?
2. How will your coaching help them overcome this challenge?

Be sure to ask others for input. Ask your peers and existing clients. Ask members of relevant mastermind groups or Facebook groups you belong to; or ask fellow forum members.

And write down the answers. Getting them on paper in words and reading your own answers can often help you see opportunities, repetitions, gaps you need to fill and the like. It's like talking to people - sometimes things that you've thought over and over with utter conviction sound silly when you actually verbalize them to another human being.

Or you suddenly see solutions and opportunities you've been blindly missing.

## It's All in the Name

You'll know you've hit on a really great signature program when you can easily give it - or yourself a name.

And the key to coming up with a great name is to simplify, simplify, simplify.

People *want* a "Shyness Doctor" - not a "Behavioral Modification Therapist": Because with that particular client, her problem is not "behavioral modification" - it's *shyness*. The famous "Dog Whisperer", Cesar Millan, blatantly took a page from "Horse Whisperer", Monty Roberts (the original "whisperer"), but try to stay away from blatant copying: Not only do you *not* want to discover you've impinged on someone's trademark, you want to be unique and original.

But if you really do hold a doctorate, there is absolutely nothing wrong with calling yourself a Plant Doctor, Shyness Doctor, Fitness Doctor *et cetera*, providing your title properly represents the single most important thing you want to be known for. Check out other coaches in your field. Don't copy, but do let the monikers they hang on themselves trigger your own ideas and inspire you.

And whether you come up with an **identifying title for** yourself or not, make sure you come up with...

- **A great tag line** for your signature program/what you do (E.G. Copywriting for Coaches' "Turning Copy into Gold")
- **A great name** for your signature program (E.G. Jody Jelas' Boom Formula)



When you create your tag line, make sure it directly references your signature program's "big benefit".

An easy way to create it: Boil down what your signature program does, from beginning to end, into three words. If these feel powerful to you, use them as your tag line!

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Example: “Dream. Act. Dance.”

When you create your signature program, make sure the name is:

- Dynamic
- Easy to remember

Once you have identified what big problem your program is going to solve and how it is going to transform your client and her life, health or business - and applied your catchy name to your program, pair it with your “hook”. Ask your potential client the big question she will find irresistible; as business coach, Shawn Driscoll, does here.



The image shows a screenshot of a website for Shawn Driscoll. At the top, the name "SHAWN DRISCOLL" is written in a large, orange, sans-serif font, with a decorative sunburst icon to the right. Below the name is the tagline "CUTTING EDGE COACHING for TRAILBLAZING ENTREPRENEURS" in a smaller, red font. A navigation bar with a light green background contains links for HOME, BLOG, PROGRAMS, STRATEGY AND COACHING, SUCCESS STORIES, MEET SHAWN, and CONTACT. The main content area features a large, bold, orange headline: "WHAT IS YOUR TQ? TRAILBLAZER QUOTIENT". To the left of the headline is a portrait of Shawn Driscoll, a woman with long brown hair wearing a red top. Below the headline is a small image of a book titled "WHAT IS YOUR TQ?". To the right of the book is a list of benefits: "10 Minutes to Pinpoint Your Unique Profit Path & Claim Your Place as a Leading Influencer". Further right is a call to action: "Get Your Free Assessment NOW!". Below this are two input fields for "Name" and "Email", a green "GO!" button, and a small note: "You'll also receive my Lead the Way newsletter—free!".

Notice it is one single question - that’s all you need, if it’s the right question. And notice it is so easy to enter your name and email address to actually get your free “assessment”. That’s the hallmark of a great signature program - the catchy name, the big question - and the hook.

But it doesn’t stop there...

## Your Self-Renewing Funnel

Earlier you made choices about other content you could add. Make the most of this content.

- **Don't just blog about a helpful topic** - Use it as a sample to **promote a webinar** for those who want to learn more
- **Don't just hold a webinar** - Make the recording available to those who sign up for a short period of time, if you like - but then **sell the recording**
- **Don't just sell the recording** - Offer upgrades such as **accompanying worksheets or transcripts**
- **Don't just offer a transcript** - Turn it into a **chapter in your eBook** or base a **blog post** around it

And **don't just consider single webinars** - create an entire on-demand course (in a series of lessons).

Learn to make the most of your material, so you can stretch the work and research you've done to serve in several products.

But there's one last tweak you have to make: Always add an original twist to your re-purposed material. It needs to stand well on its own - and include a takeaway unique to that product: One not found in other "versions".

That last detail is the part so many marketers miss. Don't include that original twist per product, and people will lose interest in you or (worse) become disillusioned. They will (rightly) accuse you of rehashing the same old material.

It's only when you show them with each ascending product how to take what they've learned to the next level that you help them transform their lives.

And that is what a true coach is all about.