

CONTENT STRUCTURING

MODULE 2

“Give me six hours to chop down a tree and I will spend the first four sharpening the axe.”

Abraham Lincoln

CONTENT STRUCTURING

This workbook will cover Step #4; Developing your throughline -> front-end through high-ticket course structuring

Step #1 - Coming up with content ideas and creation

Step #2 - Development of the content idea & audience

Step #3 - Pulling it all together & The Big Question

Following Workbooks will cover the pre-launch, engagement, and post-launch processes



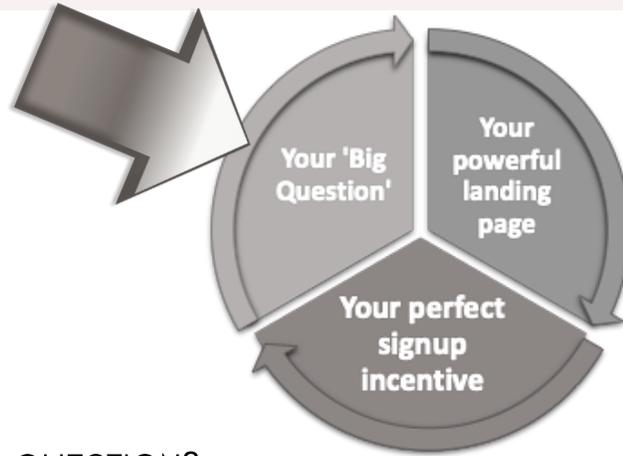
Step #4 - Developing Your Through-line; Front-end through High-ticket

Step #5 - Pre-launch preparation

Step #6- All-phase engagement

Step #7 - Content delivery process

Step #8- Post-launch



What is your ideal client's BIG QUESTION?

"How do I....."



What type of digital gift would be most irresistible to my ideal client? What is it they will not be able to resist?

Cheat Sheet	Video	Audio
Template	Worksheet	Report
Workbook	eBook	Other

I'm offering a/n [beginner / intermediate/ advanced] [process / outcome / informational] **solution that** [addresses pain / prevents loss] **in the** [Spirit / Soul / Body] **by helping them get freedom in the realm of** [finances / health / relationships] **in order to** [get them to their solution quickly / increase finances] **write it out below*

The lie my client is believing about this issue is: _____

The truth is: _____

Overcoming this lie will produce the fruit of _____ in their life.

This fulfills my mission to _____ ,

and aligns with my core value of _____

My 3-4 Personal Content Pillars:

Break It Down..... (Answering The Big Question)

What are the 3 primary issues their Big Questions presents?

Issue #1 -

Issue #2 -

Issue #3 -

I have authority to instruct on addressing these issues

Break It Down..... (Answering The Big Question)

What are the 3 primary benefits they will get from your course?

Benefit #1 -

Benefit #2 -

Benefit #3 -

I have authority to instruct on addressing these benefits

Break It Down..... (Answering The Big Question)

How do my personal content pillars apply to:

Pillar #1 _____

Issue #1 _____

Issue #2 _____

Issue #3 _____

Pillar #1 _____

Benefit #1 _____

Benefit #2 _____

Benefit #3 _____

I have personal experience with these solutions

Break It Down..... (Answering The Big Question)

How do my personal content pillars apply to:

Pillar #2 _____

Issue #1 _____

Issue #2 _____

Issue #3 _____

Pillar #2 _____

Benefit #1 _____

Benefit #2 _____

Benefit #3 _____

I have personal experience with these solutions

Break It Down..... (Answering The Big Question)

How do my personal content pillars apply to:

Pillar #3 _____

Issue #1 _____

Issue #2 _____

Issue #3 _____

Pillar #3 _____

Benefit #1 _____

Benefit #2 _____

Benefit #3 _____

I have personal experience with these solutions

Break It Down..... (Answering The Big Question)

How do my personal content pillars apply to:

Pillar #4 _____

Issue #1 _____

Issue #2 _____

Issue #3 _____

Pillar #4 _____

Benefit #1 _____

Benefit #2 _____

Benefit #3 _____

I have personal experience with these solutions

Choose a name that **works well in your niche** and **sounds enticing**

It should **reflect** what you'll be sharing

Put the word **"the"** in front of your course name so it feels more like a product

Try listing the benefit or formula you teach and then add:

- Audit
- Game plan
- Check-up
- Formula
- University
- Accelerator
- Health check
- Analysis
- Breakthrough
- Den
- Lab
- Advance
- Blue print
- Review
- Strategy Session
- Society
- Method
- Model
- Assessment
- Club
- Academy
- Project

~ POTENTIAL COURSE NAMES ~

The _____

Domain Name (howitlooksinline): _____

REMEMBER WHY PEOPLE TAKE COURSES IN THE FIRST PLACE - THEY WANT TO CHANGE SOMETHING ABOUT THEIR LIFE. THE KEY TO A GOOD COURSE IS THAT THERE IS A TRANSFORMATION AND BY THE END OF THE COURSE SOMEONE KNOWS SOMETHING THEY DIDN'T BEFORE.

(challenge & course title)

"How to (get what they want less of:i.e. eliminate debt) (process/compress time or financial boost: in 5 easy steps) (outcome/what they want less of:so you can increase your bottom line) (benefit/pain avoidance: without every losing sleep over money again)

(challenge & course title)

"How to _____
in _____
so you can _____
without _____

(challenge & course title)

"How to _____
in _____
so you can _____
without _____

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"How to _____
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Front Door Offer

Day 1	Day 2	Day 3	Day 4	Day 5	Bonus Day
Intro & Overview Framework	Address Problem Pillar #1 Issue #1 Benefit #1	Review problem Pillar #2 Issue #2 Benefit #2	Review problem Pillar #3 Issue #3 Benefit #3 Offer	Review Solution Restate Pain Restate Solution	Review Offer Q&A Discussion

Low Ticket Offer

Week 1	Week 2	Week 3	Week 4	Bump	Upsell
Intro & Overview	Review Pillar #1 Issue #1 Benefit #1	Review Pillar #2 Issue #2 Benefit #2 Offer	Review Pillar #3 Issue #3 Benefit #3 Offer		

High Ticket Offer

Week 1	Week 2	Week 3	Week 4	Bump	Upsell
Intro & Overview	Pillar #1 Issue behind the Issue #1	Pillar #2 Issue behind the issue #2	Pillar #3 Issue behind the issue #3		

Intro: (do this everyday)

- Who are you
- Where do you live
- Why do you do this work
- Mention some accolades/credibility
- Quick review of previous day

Outline The Day: (do this everyday)

- What's the problem you are going to solve
- What are you going to teach them
- Mention you will extend a special offer and why they should stay until the end
- Step 1
- Step 2
- Mention your offer and why they should stay until the end
- Step 4
- Step 5
- Mention your offer and why they should stay until the end

Q&A Session: (do this everyday)

- encourage attendees to submit questions via _____
- Write down specific questions you want to cover again

Call To Action/Trial Close: (do this everyday)

- Transition to the CTA using a "What if...." formula
 - "What would happen if I had a secret to making this problem go away?"
- Include trial close statements throughout lessons

• Present Special Offer: (do this on 2nd to last & last day)

- write out the benefits
- give link for more info
- mention fast-action bonuses or special pricing if they purchase during the webinar

A

where your client starts...

Mastermind

(1 Module Per Week)

Z

where your client ends...

Module 1	Module 2	Module 3	Module 4	Module 5	Module 6	Module 7
1	2	3	4	5	6	7

Module Name: _____

Module Milestone: _____

Intro Story: _____

Lesson Name: _____

Main Teachings: _____

Module Name: _____

Module Milestone: _____

Intro Story: _____

Lesson Name: _____

Main Teachings: _____

Module Name: _____

Module Milestone: _____

Intro Story: _____

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Intro Story: _____

Lesson Name: _____

Main Teachings: _____

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Module Milestone: _____

Intro Story: _____

Lesson Name: _____

Main Teachings: _____

What resources will you be using to support your teaching?

What quotes or ideas/concepts do you want to use in your teaching?

- **Keep Lessons Short & Concise**

We recommend keeping lessons to 15-20 minutes in order to keep people focused and engaged. If you are needing more than this amount of time chances are you are overteaching or trying to include too much in a single lesson. Break it up into multiple lessons.

- **Develop Course For All learning Types**

You have to remember that not everyone is a visual learner, and although video teaching is extremely popular, it is not a one-size-fits-all medium. Think about including the following in order to benefit all learner types:

1. *Auditory Learners: Offer your lessons in audio, including any Q&A's*
2. *Visual Learners: Include maps, graphs, diagrams, charts both in your slides as well as handouts*
3. *Kinesthetic Learners: Give examples they can repeat, practices, simulations, etc*
4. *Reading/Writing Learners: Offer transcripts of the lessons, as well as fillable note worksheets*

- **Continually Close Throughout Lessons**

Trial closes are something you can input throughout your course to encourage agreement and engagement. These are statements that ask your audience questions that imply a 'yes' answer. If you include these trial closes throughout your lessons, by the time you get to your actual close, your audience will have already subconsciously said 'yes' to you numerous times and it will be much easier for them to give you a final 'yes' when it is time to purchase.

- **Be A Storyteller!**

Stories will keep your audience engaged, as well as help them retain a particular lesson or point. Use stories as often as possible, as long as they are relevant to the point.

- **Understand Your Market & How To Communicate With Them**

Every market is different in terms of its training expectations. You need to be able to identify how your market expects training to be delivered, and how they like to consume it. Some markets may prefer visually engaging content, conversational style delivery, or less relational and a more formal or highly structured delivery. The bottom line is that you, as the creator, need to tailor the training experience that best suits your market.

- Do you see the dilemma?
- Wouldn't you agree that is SO much easier?
- Do you see how that would increase your chances of success?
- Wouldn't that be a LOT easier?
- Can you imagine the impact on your income if you had already done this?
- Let me ask you to nod your head right now if you think this could be profitable for you.
- Don't you think you could do that too?
- Can you see how these cheat sheets will make your life so much easier?
- You've felt this way before too, right?
- Can you start to visualize yourself doing this right now?
- Do you see how much more money you can make by leveraging this?
- Can you imagine how much time and frustration this will save you?
- Are you following me so far?
- Does that make sense?
- Are you guys getting this?
- Can you visualize yourself doing this?
- But it's worth it, right?
- Does that sound fair?
- Are you ready for your life/business to change?
- Wouldn't you agree with that?
- Would additional income/time create more security in your life?
- Can you see the problem here?
- Don't you agree?
- Does that sound good?
- Can you visualize where you would be in 5 years if you mastered this?
- Can you see the power of this?
- Is this making sense?
- So, are you excited about this too?
- Cool, right?
- This is what you are actually after, right?
- Can you imagine what your life would be like if you ____?
- I'm sure you have felt this way before, right?
- Are you ready to get started?
- Does this sound too good to be true yet?
- Are you ready for this same change to happen for you?
- In fact... (insert case study)..isn't that cool?
- Are you ready for your free copy of this?
- Just stay until the end and I will give you a chance to get a free copy. Does that sound good?
- Are you ready to be the next success story?
- Can you visualize how excited you will be when you do your first deal like this?
- You've heard them talk about this, right?
- Would you like to learn this loophole?
- Would you like to know the secret to this?
- I know some of you were ready yesterday. Are you ready to get started today?
- Does that sound good?
- Can you imagine making that amount of money in just ONE day?
- Are you ready to start living that same dream?
- Have you ever asked yourself that?
- Am I right?
- Do you realize how much opportunity is waiting for you right now?
- Would that income be like getting an immediate raise for you?
- Do you already have that desire for change?
- Are you one of those people looking for more passive and residual income?
- Don't you agree?
- You've seen this before, right?
- Doesn't this seem crazy to you?
- I'm sure you have been seeing this too, right?
- Was that as awkward for you as it was for me?
- Can you see the problem that arises from that way of thinking?
- Are you ready to have your mind blown?
- Are you ready to make some simple changes that have a great impact?
- Can you visualize what an extra \$_____ could do to your current circumstances?