

CONTENT CREATION

“Without leaps of imagination or dreaming, we lose the excitement of possibilities. Dreaming, after all is a form of planning.”
— Gloria Steinem

COURSE TITLE:

PROJECT BRANDING

MONTH:

THEME:

FRONT DOOR OFFER TYPE:\$0-\$27

LOW TICKET OFFERING:\$27-\$497

HIGH TICKET OFFERING:\$497-\$1997

MASTERMIND OFFERING:\$2997-10K

CONTINUITY OFFERING:\$7-297

	Name	Sign-Off	Review	Date
Project Manager:				
Project Creator:				
Project Advancer:				
Project Executor:				
Project Refiner:				

Projected Expenses:
Actualized Expenses:
Differences:

Projected Income:
Actualized Income::
Differences:

PROJECT PROFIT / LOSS

Final Sign-Off: Project Manager - _____

Personnel	Unit X Rate	Total
You VA Contractors Graphic Design Etc.	10hr x \$10 per hour	\$100.00
Operating Costs		
Zoom CRM Internet Phone Software Hardware Fees Etc.		
Misc.		
Merch & Gifts Etc.		
Future Exp..		
Coaching Mastermind VA Charity Profit Margin 50%+		

PROJECTED TOTAL EXPENSES

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Sales	Unit x \$	Total
Live Attendees		
Upgrades		
1:1 Coaching		
Evergreen/Lifetime		
Misc.		

PROJECTED PROJECT INCOME:

NOTES:

This workbook will cover Steps #1-3; from brainstorming your content ideas to how they should be structured for delivery to your ideal audience.

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 content structuring, pre-launch, engagement, and post-launch processes



Step #4 - Front-end through High-ticket course structuring

Step #5 - Pre-launch preparation

Step #6- All-phase engagement

Step #7 - Content delivery process

Step #8- Post-launch

Close your eyes and take a moment. Picture yourself; You are facing your end-of-life reality. The number of your days is spent. What is it you want to be known for?

- ***What have you accomplished?*** (The measure of your contribution)
- ***How do you want to be remembered?*** (The measure of your character)
- ***Who did you touch?*** (The measure of your influence)

[illegible]

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List all of the things you want to DO /BE / HAVE in your lifetime.
DREAM BIG, this is no time to be playing small. WRITE IT ALL DOWN!
DO NOT Over-Spiritualize this!!!

A/B/C

[illegible]

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A/B/C

[illegible]

Brutal Brain Dump

List all of the things you want to DO /BE / HAVE in your lifetime.
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The Top 20 Things I want to **HAVE** in my lifetime: A/B/C

I want to have millions of dollars	I want to have my own luxury travel company	

This image shows a full page of white paper with ten horizontal dashed lines, evenly spaced from top to bottom. These lines are typical of primary-ruled notebook paper used for teaching handwriting or basic writing skills. There are no margins, text, or other markings on the page.

This image shows a blank sheet of white paper with ten horizontal dashed lines, typical of primary-ruled notebook paper. The lines are evenly spaced and extend across the width of the page. There is no handwriting or other markings on the paper.

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What 10 things can you do without overthinking?

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What 10 things can you easily talk about for 15-20 minutes?

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What makes me uniquely qualified to teach on these topics?

Why am I the ideal person to help my ideal client?

Out of these ideas, what do you believe is the most urgent need for your client right now?

Prompt: "What could I do, using my strengths of (input top 2 things you can do without overthinking), passions of (input top 2 things you can talk about), and qualifications of (input your qualifiers), to help my ideal client.

Prompt: "Write a descriptive story using all of that information."



**What are you
PASSIONATE
about
teaching?**

Prompt: Using the descriptive paragraph above, what are possible subjects I could teach on to help my ideal client?"

**What is your
ideal client's
MOST urgent
need?**

Prompt: "What is the most urgent need of (input your basic ideal client info) that could align with those suggestions?"

**What ALIGNS
with your
business
brand?**

Prompt: "Which is those suggestions best aligns with my business brand?"

**What aligns
with your
VALUES &
goals?**

Prompt: "Which is those suggestions best aligns with my values and goals of (input your values and goals)"

What is your professional experience around this topic?

Do you have qualifications or accreditations applicable to this niche?

Prompt: "What qualifications or accreditations could be helpful in this niche?"

Do you have any case studies or testimonials to prove you can instruct on this?

Prompt: What are some case studies or research I could use around (this topic)

Have you ever coached or consulted someone in this area before?

Prompt: "I have (input) experience in this area."

Have you ever published content (blog, podcasts, Youtube videos) or delivered it for a live audience (webinar, Facebook Live, workshops)?

How much does the idea of sharing your experience excite you?

If you were to wake up in the morning and choose an idea that drives you most, which would it be?

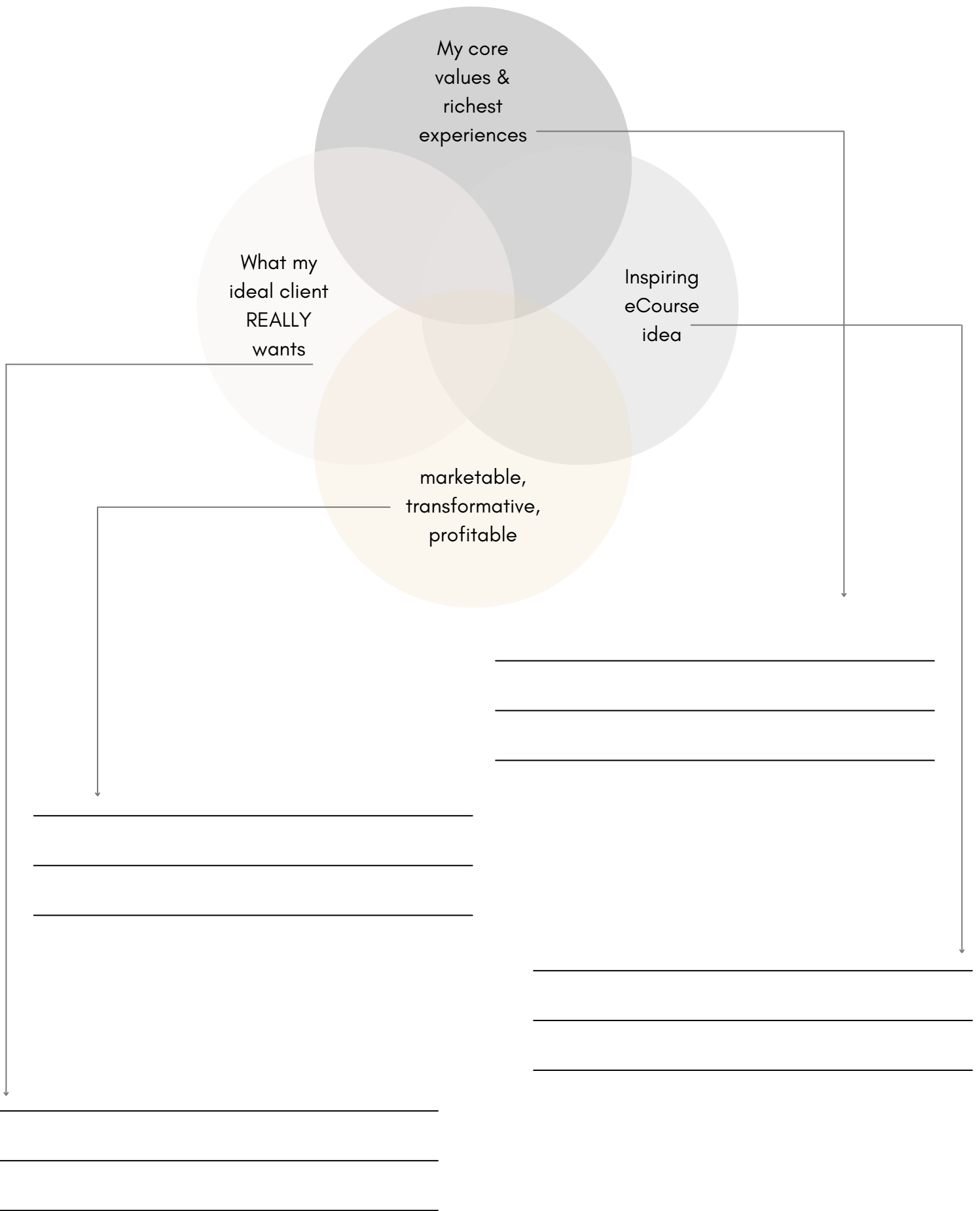
How passionate are you about the people you're serving in your niche?

What does it mean to you, and how does it make you feel, to bring inspired solutions from your highest self to the people you are called to serve?

What area of struggle do you feel called to liberate for your ideal client?

How are you already walking in freedom in this area?

Prompt: "I want to develop an online business utilizing my passions and strengths in (insert...). I have experience in (insert...). I believe I can help (who) with (what). I want you to act as my market and business research expert."



Prompt: "Act as a Business Development Expert and help me develop my plan."

Prompt: What steps do you think are necessary to turn this idea into a successful business?

Prompt: How long do you estimate each step will take, such as researching the market, developing a product or service, creating a business plan, etc.?

Prompt: What components are essential for building an effective online infrastructure for a business, such as website design, payment processing, customer relationship management, etc.?

Prompt: What are the estimated costs for the resources and infrastructure required to start this business?

Prompt: Are there any additional training or certifications needed to launch the business successfully?

Prompt: What is the industry's average market rate for similar products or services?

Prompt: How does the cost of your program or service align with the budget of your target audience?

Prompt: What is the time and financial investment is required to deliver each program or service?

Prompt: What percentage of profit is generated from each sale of a program or service?

Prompt: How many program or service sales are needed to reach your desired income goal?

Who/What/Where are they now? Answer these questions to begin developing your ideal client avatar. We will be adding this information to your machine learning AI.

What is their gender identity?

How old are they?

Are they religious? If so, what denomination?

Are they married or single?

If married, have they been married before?

If single, have they ever been married?

If they have ever been married, are they divorced or widowed?

What is their education level?

Do they desire a higher level of education? If so, what kind/level?

What is their household income?

What is their family structure?

Do they have children? If so, what are their ages, and are they living in the home?

Is this a blended family?

What country, city and/or state do they reside in?

What is their primary language?

What social media platforms do they primarily use?

What do they use these platforms for? Business? Pleasure?

What is your ideal client's biggest problem in life right now?

What is the question they are asking themselves about that concern?

What are they concerned will happen if they do not get their problem addressed?

Are they primarily motivated to get out of the pain or to increase pleasure?

Do you believe you can help them with the solution? (if no, develop a new avatar)

1st Prompt: "Act as a Marketing Expert and help me to develop my ideal client avatar profile. They are (gender identity), (age), (religious preference), (marriage status), (Education level and desire), (household income), (family structure), (location of residence), (primary language) "

2nd Prompt: "My ideal client is primarily on (social media platforms), (reason for usage)"

3rd Prompt: "My ideal client is concerned about (Problem) and asking themselves (big question). They are concerned about (what will happen) if they don't address the issue. They are motivated by (moving away from pain, or towards pleasure)

Prompt: "According to market research, what is the psychographic information of my ideal client? Include values, beliefs, attitudes, interests, hobbies, and lifestyle."

Prompt: "According to market research, what is the behavioral information of my ideal client? Include purchasing habits, brand preferences, and usage patterns for products or services related to your business."

Prompt: "According to market research, what are my ideal client's other possible pain points? How could my business help to serve them?"

Prompt: "According to market research, what are some possible goals and aspirations of my ideal client? How could my business help them achieve these?"

Prompt: "According to market research, what are my ideal client's communication preferences when it comes to receiving information and communicating with businesses?"

Prompt: What are the possible root issues driving my ideal client's problem?

Prompt: What are they believe will help them fix the issue, and what is the result they are willing to pay for?

Prompt: "Is there a difference between what they believe will help them and what they actually need to help them? If so, what do they actually need to address the root issue?"

Prompt: "What services and programs are already available online for my ideal client?"

Prompt: "What is my client's current world not supplying them with?"

Prompt: "What are some missing pieces from similar e-courses?"

Prompt: "What can I add to my product to make my course better aligned to my client than any other expert's course on the same or similar topic?"

Prompt: "In what ways can my ideal client's main problem show up in their physical, soul, and spiritual well-being?"

Prompt: How can I offer freedom from their problem that positively impacts their health, relationships, and finances?"

Prompt: "How can my program help them compress time or increase provision for them?"

Prompt: "What would an outcome-based solution be for my ideal client?"

Prompt: "What would a process-based solution be for my ideal client?"

Prompt: "What would an information-based solution be for my client?"

Prompt: "How could I offer beginner, intermediate, and advanced levels for my program?"

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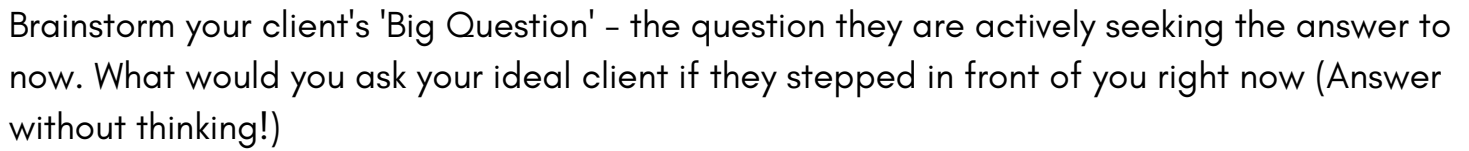
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[illegible]

The diagram illustrates a cyclical relationship between three key components of a landing page strategy:

- Your 'Big Question'** (top left)
- Your powerful landing page** (top right)
- Your perfect signup incentive** (bottom)

Arrows indicate a clockwise flow from the Big Question to the Landing Page, then to the Signup Incentive, and finally back to the Big Question. A large arrow on the left points towards this cycle.

Prompt: "The big question I am equipped to answer for my ideal client is (input which question you want to address)"

Prompt: "What core value does my solution align with? How can I emphasize that core value in a way that would resonate with my ideal client?"

Prompt: "What lie could my ideal client be struggling with that is keeping them from overcoming the problem?"

Prompt: "What is the Truth about the problem I could build up?"

Prompt: "How could I reinforce the core value in a loving way that inspires and empowers my client to have hope for the solution?"

Prompt: "Please give me an overview of everything we have developed so far"

Does all this so far align with YOU as the solution provider? If not, what part does not feel right?

What about this idea excites and inspires you right now?

Does it spring from a place of deep value and rich experience? What is your personal testimony/experience around this issue?

Page 1 - if working with a team:

- Project Manager the person in overall charge of the planning and execution of a particular project
- Project Creator the person responsible for generating the new ideas and concepts for this course/program
- Project Advancer the person responsible for promoting the new program and moving it forward
- Project Executor the person responsible for the successful implementation of the program
- Project Refiner the person responsible for analyzing the program for flaws & revise projects systematically.