

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.....



Prompt: "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*

Prompt: (Input the above information into the AI program)

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 _____

Prompt: (Input the above information into the AI program)

Prompt: "What would 3-4 good content pillars be for my program?)

My 3-4 Personal Content Pillars:

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

Issue #1 - Brainstorm YOUR thoughts

Issue #2 - Brainstorm YOUR thoughts

Issue #3 - Brainstorm YOUR thoughts

Prompt: "What are three primary issues with my ideal client's big question that they have?"

☐ *I have authority to instruct on addressing these issues*

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

Benefit #1 - Brainstorm YOUR thoughts

Benefit #2 - Brainstorm YOUR thoughts

Benefit #3 - Brainstorm YOUR thoughts

Prompt: "What three primary benefits will they get from my course?"

☐ *I have authority to instruct on addressing these benefits*

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

Prompt: "How does my personal content pillars of (insert 1st pillar) apply to (insert issue #1)?"

Prompt: "How does my personal content pillars of (insert 1st pillar) apply to (insert benefit #1)?"

Prompt: "How does my personal content pillars of (insert 1st pillar) apply to (insert issue #2)?"

Prompt: "How does my personal content pillars of (insert 1st pillar) apply to (insert benefit #2)?"

Prompt: "How does my personal content pillars of (insert 1st pillar) apply to (insert issue #3)?"

Prompt: "How does my personal content pillars of (insert 1st pillar) apply to (insert benefit #3)?"

Prompt: "How does my personal content pillars of (insert 2nd pillar) apply to (insert issue #1)?"

Prompt: "How does my personal content pillars of (insert 2nd pillar) apply to (insert benefit #1)?"

Prompt: "How does my personal content pillars of (insert 2nd pillar) apply to (insert issue #2)?"

Prompt: "How does my personal content pillars of (insert 2nd pillar) apply to (insert benefit #2)?"

Prompt: "How does my personal content pillars of (insert 2nd pillar) apply to (insert issue #3)?"

Prompt: "How does my personal content pillars of (insert 2nd pillar) apply to (insert benefit #3)?"

Prompt: "How does my personal content pillars of (insert 3rd pillar) apply to (insert issue #1)?"

Prompt: "How does my personal content pillars of (insert 3rd pillar) apply to (insert benefit #1)?"

Prompt: "How does my personal content pillars of (insert 3rd pillar) apply to (insert issue #2)?"

Prompt: "How does my personal content pillars of (insert 3rd pillar) apply to (insert benefit #2)?"

Prompt: "How does my personal content pillars of (insert 3rd pillar) apply to (insert issue #3)?"

Prompt: "How does my personal content pillars of (insert 3rd pillar) apply to (insert benefit #3)?"

☐ I have personal experience with these solutions

HUMAN CHECK POINT:

If yes, journal your thoughts and feelings. If not, what is missing or incorrect?

[illegible]

Prompt: "Please give me an overview of what we have developed so far."
(verify everything aligns with what you want to develop. If not, input correction & clarification)

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

~ POTENTIAL COURSE NAMES ~

The _____

Domain Name (howitlooksinlowercase): _____

The _____

Domain Name (howitlooksinlowercase): _____

The _____

Domain Name (howitlooksinlowercase): _____

Prompt: "Act as a marketing expert and develop ten names for my product beginning with THE in front of the name and ending with (insert desired option from the above list)"

Prompt: "I like (insert the option you choose). That is what I will name my product."
-or-

Prompt: "I do not like any of those, please create 10 other options focusing on (input preference)"

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 _____

Prompt: "Create a challenge title that follows the HOW TO, IN, SO YOU CAN, WITHOUT format"

Prompt: "Create 10 persuasive headlines with a hook for this product"

Prompt: "Create 10 powerful taglines that can go with these headlines."

Prompt: "I want to go with (insert headline) and (insert tagline)."

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

Prompt: "Create a 5 day challenge content plan."

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		

Prompt: "Create a 4-week low ticket offer course content plan."

Prompt: "What would be a good offer bump for this course?"

Prompt: "What would be a good upsell offer for this course?"

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		

Prompt: "Create a 4-week high ticket offer course content plan."

Prompt: "What would be a good offer bump for this course?"

Prompt: "What would be a good upsell offer for this course?"

THROUGHLINE

Prompt: "Act as an expert content creator and copywriter. Create a course overview outline and intro script for me that I can use on the first day of my (front door offer/course) that includes who I am, something about where I live, why I do this kind of work, and mentions my authority in this area and offers a quick overview of the day before."

Prompt: "Act as an expert content creator and copywriter. Create an outline and script for the day, including: What problem will we solve. What I am going to teach them. Mention I will extend a special offer and why they should stay until the end of this challenge. Review and teach on the content course steps."

Q&A Session: (do this every day)

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

Prompt: "Act as an expert content creator and copywriter. Develop ten persuasive Call To Action and Trial Closes that I can use daily during this challenge."

Prompt: "How can I reword that by transitioning to the CTA by using " What would happen if..."

Prompt: " Act as an expert content creator and copywriter. Write a script with a strong hook and call to action for my special offer. Includes the benefits of my program and mentions my bonuses if they sign up now."

****Use this same line of prompts as you develop out your other offers as well**

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	Bonus
1	2	3	4	5	6	7

Prompt: " Act as an expert content creator and copywriter. I want to develop a 6-week mastermind course. What are 6 module steps I could take my ideal client through?"

Module Name: _____

Prompt: "what is a good name for module 1?"

Module Milestone: _____

Prompt: "what is a good first milestone for this module?"

Intro Story: _____

Prompt: "Create an intro story script that talks about (input)"

Lesson Name: _____

Main Teachings: _____

Lesson Name: _____

Main Teachings: _____

Lesson Name: _____

Main Teachings: _____

Lesson Name: _____

Main Teachings: _____

Prompt: "How could I break this module down into 3-4 short lessons and what would the key points be?"

Final Thoughts:

Quiz Questions:

1 - At the end of each module, go back over each lesson and create 3-5 questions for each

2- Ensure you test the most critical knowledge you taught

3- Choose multiple choice or true/false for automation purposes

4- Create incorrect but realistic false answers

Prompt: "How could I gamify a closing quiz for this module? What other ideas are there that will help keep my ideal client engaged and retain the lesson?"

****Repeat these worksheets for each of the 6 modules**

What resources will you be using to support your teaching?

Prompt: "What other resources could I use that support my program?"

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

Prompt: "What quotes could I use during my program to support the ideas?"

Prompt: "What scriptures could I use that help to support the program?"

Prompt: "What research could I use that supports the ideas in my program?"

- **Keep Lessons Short & Concise**

We recommend keeping lessons to 15–20 minutes to keep people focused and engaged. If you need 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 to benefit all learner types:

1. *Auditory Learners: Offer your lessons in audio, including any Q&As*
2. *Visual Learners: Include maps, graphs, diagrams, and 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*

Prompt: What could I include in my program that will help (insert type) learning types?

- **Continually Close Throughout Lessons**

You can input trial closes throughout your course to encourage agreement and engagement. These statements 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 and help them retain a particular lesson or point. Use stories as often as possible, as long as they are relevant to the point.

Prompt: "Create story scripts for me to use during my course."

- **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, must 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?