

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 - _____

PROJECTED TOTAL EXPENSES

PROJECTED TOTAL EXPENSES

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]

Brutal Brain Dump

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!!!

The Top 20 Things I want to **DO** in my lifetime: A/B/C

I want to travel the world	I want to come up with a cure for cancer	I want to write a best selling book	

List all of the things you want to DO /BE / HAVE in your lifetime.
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A/B/C

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DREAM BIG, this is no time to be playing small. WRITE IT ALL DOWN!
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A/B/C

This image shows a full page of white paper with horizontal dashed lines, typical of primary school handwriting practice paper. The lines are evenly spaced and run across the entire width of the page. There are no margins, text, or other markings present.

[illegible]

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?



What is your professional experience around this topic?

Do you have qualifications or accreditations applicable to this niche?

Do you have any case studies or testimonials to prove you're equipped to instruct on this?

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

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 actual people you're serving in your niche?

What does it mean to you 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?

How are you already walking in freedom in this area?

How quickly do you believe you can you turn this idea in to a business? 1 week? 1 month? 1 year?

What sort of infrastructure do you need to develop online? (Directory etc.)

What is the cost associated with the infrastructure or resources you'll need to get started?

Do you need any further training or accreditations to be able to launch this business?

What price could you realistically charge in this industry?

How affordable is your program / service for your ideal client?

What are your costs, in terms of time and money, to fulfill each service/program?

What sort of margins are you making in terms of profit?

How many of your programs/services will you have to sell to earn the money you want?



Where are they now? Explain the negative feelings, thoughts situations and the impact that this problem is having on their business / life / family / health, etc.

Tell me about your client's health.

Tell me about your client's experience with education.

Tell me about your client's faith life.

Tell me about your client's hobbies.

Tell me about your client's work life.

Tell me about your client's family life.

Tell me about your client's financial life

Tell me about how much money your client spends on finding solutions

Tell me what your client does to numb their pain.

Who or what is causing them to be stuck in their problem? Think social expectations, external forces or groups / categories of people. (it's not their fault - what are the external factors)

Tell me about your client's health.

Tell me about your client's experience with education.

Tell me about your client's faith life.

Tell me about your client's hobbies.

Tell me about your client's work life.

Tell me about your client's family life.

Tell me about your client's financial life

Tell me about how much money your client spends on finding solutions

Tell me what your client does to numb their pain.

What will life look like once you help them solve their problem with tangible results? How will they feel? How will their style, wealth, happiness, and relationships have changed?

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Tell me what your client does to numb their pain.

What is your ideal client's main pain point you want to address?

What are they WANTING you to do for them? What is the RESULT they are willing to pay for?

What do they actually NEED in order to get there?

What is already available online for your client?

What is your client's current world not supplying them with?

What missing pieces do you see in similar e-courses out there?

What can you add that will make your course better aligned to your client than any other expert's course on the same or similar topic?

Are you wanting to solve a problem for the body, the soul, or the spirit? Why?

Are you offering freedom in the realm of health, relationship, or finances or time?

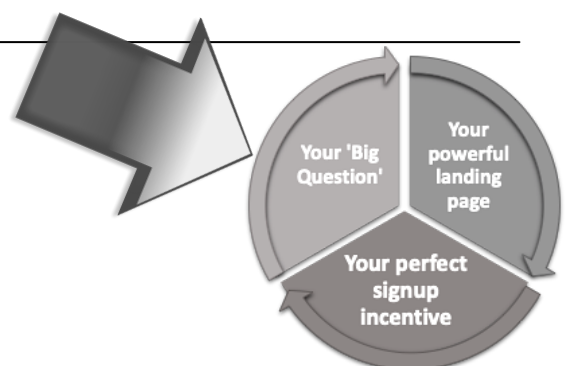
Does this course address pain or prevent loss?

Does this course compress time or increase provision for them?

Are you providing an outcome-based solution, a process-based solution or an information-based solution? (*outcome: live happily ever after - process: learn how to live happily ever after - informational: find out how others live happily ever after*)

Is this course beginner / intermediate / advanced?

What does providing this solution for your client mean to you?



What core value do you want your solution to align with? How will it align? Why that core value specifically?

What is the lie/secret about the problem you want to address? Why?

What is the Truth about the problem you will build up? Why?

What is the example of love you will reinforce? How do you see it aligning with the problem you are solving? (people don't care how much you know until they know how much you care)

Does this align with YOU? If so, what part of your mission statement does this solution align with?

What about this eCourse idea excites and inspires you?

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