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DONE-FOR-YOU RESOURCE: SIMPLE PROGRAM CREATION WORKSHEET

Program Type (circle one)

- Jumpstart
- Group program (in person)
- Group program (automated)
- VIP Day or experience
- 90-Day intensive
- High-End Program (length _____ weeks/months)

Who it's for:

Problem it solves (point A to point B)

Draft program title:

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Delivery process/components:

- Private sessions
- Group sessions
- In person
- Phone or skype
- Other _____

Number of sessions/modules:

Frequency of sessions: _____

Notes on other elements of program (ex. Facebook group, in person retreat, etc)

Bonus materials or done-for-you resources to shortcut the path:

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Pricing:

Fast-Action or current client pricing: \$_____

Full Pay:\$ _____

Payment plan: _____ payments of \$_____

How will you accept payments?

Guarantee policy?

Contract needed?

What will happen once people enroll? (example, may payment, directed to welcome page, I personally send welcome email etc)

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How will you take enrollments? (ex. phone consultations and payments over the phone then send email to welcome or click button on sales page of website?)

To do list:

- ✓ Draft Desire make and get clear on ideal client
- ✓ Get clear on problem I solve and how I solve it: signature system
- ✓ Fill out worksheet above
- ✓ Create sales page
- ✓ Create PayPal buttons and welcome page of site
- ✓ Draft Welcome Email
- ✓ Send personal emails
- ✓ Promote on website, social, direct email, e-news etc and direct people to call or sales page of the site.

Notes: