

# Program Development

## For service based entrepreneurs

If you are a coach, consultant, or practitioner offering a program across several months (3-6 months), use this worksheet to breakdown your material.

You now know your niche, their 'big' problem and the ultimate solution they seek. Now it is time to give them that solution using your expertise. Using your market research, pay attention to what your niche said their 3 biggest challenges were.

From there you want to ask yourself: **“What do they need to learn in order to overcome this challenge and find a solution?”**

Divide each challenge into 3 smaller chunks of information or teaching modules.

### Example 1:

A) Niche: People seeking organization and a safe kid-friendly environment for their home. Solution: minimalism, decluttering

**Challenge #1: Cluttered Home. Solution: Decluttering Skills**

What they need to learn:

Module 1: Decluttering your home by area

Module 2: Organization & Storage

Module 3: Strategies for Maintenance

### Example 2:

B) Niche: Impact driven entrepreneurs who are struggling to generate income. Solution they desire: to create a thriving full-time business

**Challenge #1: Clarity on strategy. Solution: Testing a Product from Market Research**

What they need to learn:

1- Their 'WHY'

2- Who their ideal client is and their pain/desires

3- A 'beta' program and product testing

*Repeat this break down for Challenge #2 & #3.*

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Use this worksheet below, to brainstorm your program. Think of this as an accordion. Depending on the amount of material you feel your niche needs to learn to have the solution they want, this could be a 2 month program or a 6 month program. I suggest you always teach LESS first to prevent overwhelming your students- you can always offer an advanced second program. There may be some cross over between your teachings for each challenge and this is totally okay!

## NICHE CHALLENGE #1:

Solution:

3 Things they need to learn to have this solution:

1

2

3

## NICHE CHALLENGE #2 :

Solution:

3 Things they need to learn to have this solution:

1

2

3

## NICHE CHALLENGE #3 :

Solution:

3 Things they need to learn to have this solution:

1

2

3

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## Workshop Creation

\*If you want to create an introductory workshop for client generation, a great model is to do a 1-2 hour free or low-cost workshop that **OUTLINES** what your niche needs to know, offering some value and tips but showing them how much more they need (and thus why they need to hire you!). So taking from the previous worksheet, you would create a talk that highlights their three challenges and the three *main* things they need to learn.

\*If you have seen my “4 Steps to a \$4K Day” Webinar, I use this model. The challenge of my target market is: *clarity* (not knowing what to do), *confidence* (fears/mindset blocks), and *consistent income* (working hard with no results). I outline the 4 key topics my niche needs to know—> The 4 W’s: **Winning mindset, the Why, the Who** (clarity on ideal client), and **the What** (a high-price program developed from market research). I offer some tips on each solution piece, but ultimately I know they need more ongoing and intensive support to get to the finish line so I offer an opportunity to work with me further. This way I am being of service, building trust and credibility, and attracting clients in an authentic, honest way.

\*The free workshop model is a marketing model that I recommend as a way to create high-paying clients without advertising spend. You must create offline clients before you can create online ones. You only need a few key partners and organizations who will invite you as their guest to have regular speaking opportunities in front of your ideal client. We will get into this more in Module 6 when you start to brainstorm connections and find the communities who can be your no-cost promotion! :)

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## NOTES AND ACTION STEPS