

MODULE 3

POSITIONING AND PRICING

LAUNCH YOUR CALLING

BRING YOUR LIFE'S WORK ONLINE
TO SERVE BIGGER



LESSON 1: YOUR POSITIONING FRAMEWORK

1. Who are you looking to serve?

2. What makes your program unique?

3. What needs and gaps are you solving?

4. What outcomes can someone have after they've completed your program?

LESSON 1: WHAT IS UNIQUE ABOUT YOUR OFFER

1. How is your offer different from the marketplace?

2. What's different about you and your approach?

3. List the reasons WHY they buy from you.

*This information will help when you build your sales page

LESSON 1: WHAT DOES YOUR TRIBE NEED

1. What is the need of the market?

2. What mission are you helping them fulfill?

3. What are their core desires and dreams?

*Use the 5 Why's. Keep drilling down by asking "why is that?"

LESSON 2: SELF-WORTH

My program is valuable because it will deliver these results:

I am the right person to deliver these results because:

I deserve a successful launch because:

LESSON 3: STRUCTURING YOUR PROGRAM

DECISION POINTS

The length of my program will be:

My launch model will be:

Will it be recorded or Live?

The length of my modules will be:

Group or 1:1 Webinars?

Other structure points:

LESSON 3: STRUCTURING YOUR PROGRAM

COURSE OUTLINE WORKSHEET

MODULE 1:

Lesson 1:

Lesson 2:

Lesson 3:

MODULE 2:

Lesson 1:

Lesson 2:

Lesson 3:

LESSON 3: STRUCTURING YOUR PROGRAM

COURSE OUTLINE WORKSHEET

MODULE 3:

Lesson 1:

Lesson 2:

Lesson 3:

MODULE 4:

Lesson 1:

Lesson 2:

Lesson 3:

LESSON 3: STRUCTURING YOUR PROGRAM

COURSE OUTLINE WORKSHEET

MODULE 5:

Lesson 1:

Lesson 2:

Lesson 3:

MODULE 6:

Lesson 1:

Lesson 2:

Lesson 3:

LESSON 3: STRUCTURING YOUR PROGRAM

COURSE OUTLINE WORKSHEET

MODULE 7:

Lesson 1:

Lesson 2:

Lesson 3:

MODULE 8:

Lesson 1:

Lesson 2:

Lesson 3:

LESSON 3: STRUCTURING YOUR PROGRAM

What bonuses will you offer? How will you deliver them?

BONUS #1

BONUS #2

BONUS #3

LESSON 4: PRICING

What are all of the elements that will be included in your base program?

What bonuses will you be providing?

What is the competition charging for similar offerings?

What will your pricing be:

LESSON 4: PRICING

What will you offer for an Upsell (if any):

What will you offer for Early Bird bonuses (if any):

What will you offer as Cross-Sells (if any):



The greatest danger for most of us is not that our aim is too high and we miss it, but that it is too low and we reach it..



MICHELANGELO



with gratitude