



STAGES TO CREATE YOUR  
PRODUCT OR PROGRAM  
ACADEMY PRESENTATION 2023



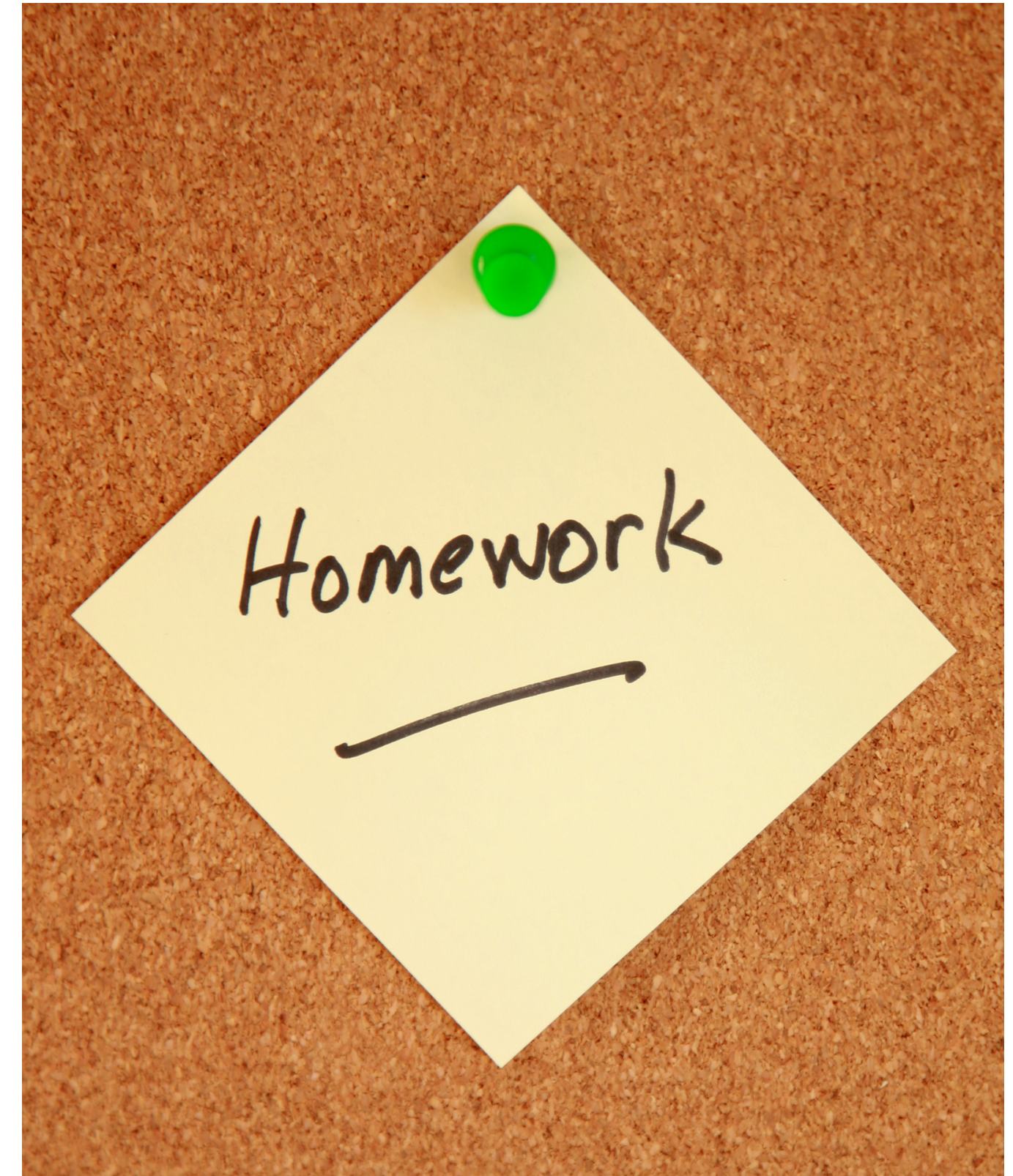
# WHAT WE'LL BE DOING TODAY



- ▶ Choose your delivery format
- ▶ Structure your course/program content
- ▶ Package & price it
- ▶ Create the structure of it
- ▶ Mindset tips to keep the action going...



- ▶ Avatar - who is your ideal client?
- ▶ Content ideas?
- ▶ Where will you share it?
- ▶ Validate your idea
- ▶ Have you recorded a consult yet?





## YOUR PEOPLE...



Find out who you're helping - Use the spreadsheet to help you find that ONE person who is your ideal audience (you can have more than one ideal client, but each program will be targeted)

What and who are your niche? Can you have more than one? YES - But let's do one thing at a time!!

1. Who you serve
2. The problem you solve
3. How you solve it
4. What is the outcome

<https://docs.google.com/spreadsheets/d/1hQuaCayyU2itXdCnLEE-sSz0z5Uu0J0yrKadet9CRCs/edit?usp=sharing>



# HOMEWORK

Who do you serve?

- Who lights you up?
- Who and what are your biggest success stories? Or the people you just want to help?
- Who do you want to help the most?
- Who gives you the most joy?
- Who will pay you the most or you can get the most clients in the group?





# HOMEWORK

Think about them...

- Deep breath, think about them
- What is the dream solution you are offering?
- No vague terms allowed!
- What's your tag line? Your elevator pitch? How do you refer to yourself?
- Segmenting your audience can help





# find your niche

▶ THE MORE NICHED YOU ARE THE MORE WILLING PEOPLE ARE TO PAY YOU AS YOU'RE THE SPECIALIST RATHER THAN THE GENERALIST!

▶ PEOPLE ARE LOOKING FOR TRANSFORMATION & PROBLEM SOLVING - NOT NECESSARILY TO 'LEARN' SOMETHING.





# Increase Sales

► *More content does not equal more sales*

*All that creates is a program that is too broad, as it tries to solve everything but rather no one will connect with it, they'll get overwhelmed and never finish the program...*





## WHAT'S HOLDING YOU BACK?

“I’m not enough of an expert. [My competitor] has more experience than I do.”

“My course doesn’t deliver tangible results, so how can I charge for transformation?”

“Most of my competitors are teaching [my subject] for less.”

“My audience can’t afford this.” Or, “My audience will never pay that much!”

“People can just hop on Google and learn about [this subject] on their own.”



**CHECK IN**



How are we going?  
Questions?





- ▶ Pick one really painful problem to solve or one really valuable outcome to reach
- ▶ Then create a program that helps people to get there in the quickest, easiest and most enjoyable way possible

Specificity + simplicity = sales

- ▶ What is your clients problem?
- ▶ What is the transformation?
- ▶ Who are your competitors?
- ▶ Where else can they access the content?







# QUESTIONS

- What is the biggest burning issue on your ideal clients mind right now?
- How do they perceive their problem or pain in their words, not yours?
- Is there a compelling statistic, quote, uncomfortable truth, or situation related to your ideal client?
- Is there a powerful story or quick tip that you can deliver in under 3 minutes - you've told it to people before...
- How does your ideal client describe themselves? You want people to say "That's me" when they look at your advertising.



# QUESTIONS

- How can you describe your qualifications in a way that resonates with your buyer? Or can you say how you've fixed this problem for yourself - then say why you qualified!
- Paint a mental picture of your ideal customer's life, career, and mindset - it makes it easier to price your offer if you know them well!
- What impact will your course have on your viewers if they take action or don't take action - be careful not to offend!
  - Are you serious about losing weight or do you prefer being the gorgeous goddess you are? (I don't know if that would upset a larger person, just think about it from their perspective!)
- What is the problem you solve?



# QUESTIONS

- What do people ask you about all the time & how do they ask you?
  - What do they complain about online - in groups and where your audience hangs out?
  - Ask the Question - What's your biggest struggle when it comes to your area of expertise - how can you survey people?
  - What do clients come to you for help with - how can they DIY your service?
- You have to ask your audience for their symptoms so you can find out what they need!!





CHECK IN

How are we going?  
Questions?



# THE PROBLEM YOU SOLVE



▶ How you solve a problem is how you are different, think about your main competitor, you're different

- How are you different?
- What sets you apart?
- What systems do you use they don't?
- Who is your target, not theirs?

▶ We need to sell on the way you solve their problem - perhaps you've designed a - 'signature system' or 'a framework' or 'a methodology'





# ONLINE - ECOURSE

- Different levels for different people and their needs -
- Beginner course - one little outcome - boil an egg standard - \$10-\$20
- Deep Dive course - learning a specific area or our niche - Paediatric Online Mastery Course
- Signature course - Comprehensive program - Graduate Mastery Program
- Workshops/webinars/masterclass - delivered live then sold as a pre-recorded class - one topic





Courses need a clear beginning and an end

Once it's done it's done & it's scalable

You deliver a very specific outcome/ transformation

Students don't require ongoing community & support  
(might have a pop-up group)

Students have access to the content for as long as they need  
& you want them to.

The lower the price point the less community or the greater  
the numbers - time is money!

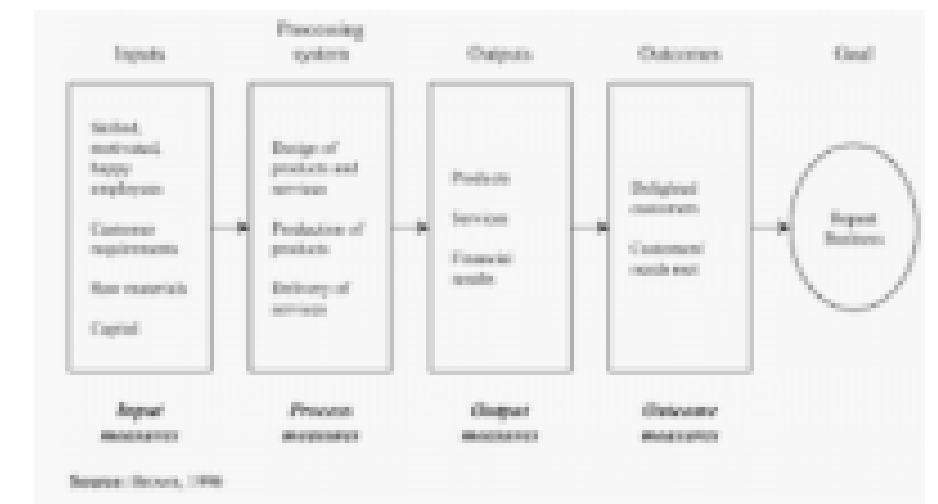
## ONLINE - ECOURSE

# THE OUTCOME YOU DELIVER

- What results have you a gained in the past?
- What outcome does your client want & need?
- What is compelling for your client?
- How will the outcome affect their lives as a whole? Like the stop smoking ads - they show unhappy family V happy family!

Specific aims	Outcomes	Outcome indicators	Information collection methods	When and by whom	How to report and use
Aim 1					
Aim 2					
Objectives	Outputs	Output indicators	Information collection methods	When and by whom	How to report and use
Objective 1					
Objective 2					

Monitoring and evaluation framework ...  
betterevaluation.org



Inputs, processes, outputs, outcomes ...  
researchgate.net



# THE OUTCOME YOU DELIVER



Worries?

- ▶ What if you can't guarantee the outcome?
- ▶ If you've delivered to others and some succeed and some don't... you can't be there for everyone all of the time!
- ▶ It's not up to you to give them the results - you can't be there doing everything for them!



## THE OUTCOME YOU DELIVER



Outcome

Worries?

▶ Specific outcomes support your client to understand what you're offering - but also sets your boundaries

▶ They could just work it out for themselves but they haven't or they wouldn't be asking you for help!  
Same with money, they won't engage if they can't afford to or afford NOT to!!



- ▶ Even tho you've niched, what should your program be ...  
Brain dump - let's do this!  
Pick one idea
- ▶ Which is the easiest, quickest, fastest to create...

# IDEAS





- ▶ Which is the easiest, quickest, fastest to create - live zoom calls for 8 weeks - you develop the content as you go, all you need is an overview
- ▶ What would your audience need first? What information have you generated in your research?
- ▶ What will make you the most money? Or continued income stream?
- ▶ What do you feel most inspired to do or do you need to stop doing as regularly?

# IDEAS

**CHECK IN**

How are we going?  
Questions?





# VALIDATION

*THE BEST IDEA WON'T SELL IF NOBODY WANTS IT!*

We need to ask - survey

We need to enquire - ask specific people

We need to keep notes of their questions & answers - I use spreadsheets

We need to see if there really is a gap in the market or if we're just barking up an empty field

Create a wait-list, reach out to specific people.

We need to beta test! That's where our clients come in!

# SURVEY

These questions are on your spreadsheet

- 3-5 to questions to 3-5 people - typeform or survey monkey or face to face!
- What are you struggling with most when it comes to ....
- If I could wave a magic wand and give you the dream outcome, what would it look like?
- What's holding you back from achieving these results?
- What have you tried so far - what did you like and dislike? What did you feel was missing? Did you achieve the results you were after?
- Pay attention to WHO you're listening to - are they your ideal customer or are they your mum or BFF? Or are they just a negative nelly?

# SURVEY

- Ask on Social Media - create a poll
- Create a survey and email your list
- Survey your clients as you see them
- Reach out to specific people you know and trust - not your mum!
- Reach out to past clients, loyal followers, ideal customers
- Create a waitlist using an opt-in that has your ideal title
- Pre-sell your product - if it sell create it! If not, go back to the drawing board.



**CHECK IN**

How are we going?  
Questions?



# WHAT FORMAT?



- ▶ eCourse?
- ▶ Program?
- ▶ Membership?
- ▶ Hybrid?



# WHAT DO MY AUDIENCE NEED?



- ▶ What do my students prefer - what learning style?
- ▶ What is it that they want to learn? What is the outcome?
- ▶ What will get them the best results?
- ▶ What fits in with me and my lifestyle?
- ▶ Do I prefer recurring or time sensitive trainings?
- ▶ What's the easiest for me to create right now?
- ▶ In May we're going to look again at opt-ins & low cost recurring revenue.



# ASSOCIATIONS



- Different levels for different people and their needs
- Online Course/group hybrid - teach content, then unmute and have Q&A
- Group Coaching - Hot seat system - everyone jumps on a call - Next Level Inner Circle group
- MasterMind - One off, higher ticket - community, common in the business space - Virtual summit here in the Academy - workshopping each others challenges
- You can charge more as theirs more support
- You don't need a big audience for a profitable launch - can be created and kept in-house
- No recurring income - unless p/p
- You can create week by week and reuse content
- Has more contact hours from you, but is easier to market and be a nice cash injection.
- It is a bigger upfront time commitment, but raving fans will become your base for future work



# MEMBERSHIPS



- Content drip - monthly masterclass - yoga
- Community - less content + events at a cheaper price
- All access pass - monthly access to all your content - rent the content
- Access to a product - you've already made and created - drip content
- Access to a service - yoga - 5 sessions
- Fixed amount for coaching on demand or fixed amount to jump on a monthly call
- Not always cheaper than a course!
- Not always cheaper than an online course - value of the community & teaching & learning
- People are usually invested and motivated
- You can drip content, or deliver at your own speed in your own time - you might run out of content...
- Memberships work best - those that require ongoing support, trying to build a habit, solve an ongoing problem or when content needs regular updating
- Meditation, yoga, diet, exercise, recipes, support and community with focus.



**CHECK IN**



How are we going?  
Questions?





# STRUCTURE YOUR CONTENT?

- More is NOT better! - Your goal is results and the outcome for your clients, you love to learn, but they may not! It's about changing their life and getting the results - not to get them into overwhelm!!
- People want a shortcut - have you thought about a 'cheat sheet' or 'opt-in' with quick wins for your clients so they'll move through your process?
- Teach the bare essentials, you're not under-delivering - less is often more!
- Remember your clients aren't as interested in learning as you are!!





# STRUCTURE YOUR CONTENT?

Brain dump time! - White board!

- What can you teach?
- What do you repeat all the time?

Take out anything that's slowing them down...

Refine your outline

Don't write it yet!

- Can you create a start package then move them into a bigger program? (Diet & lifestyle then ongoing recipes and change support)
- Module 1/week 1 > go through... do they really need it... can it be a bonus rather than core content? We don't want overwhelm... Create a planner for them... systems... diary...



## BONUSES?



▶ After your braindump - what is nice to have but not essential?

~ This is bonus product/content!

▶ Additional extras outside your core content - not essential to reach their goal or result, but might help them get quicker/easier/faster results

▶ Bonus material is from your objections -

- “I don’t have time to...” - So you create a bonus eBook/cheat sheet/ template on time management etc.





CHECK IN

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Questions?



# PACKAGE YOUR OFFER



## NAME YOUR COURSE/PROGRAM

- Name should show an outcome - what will they get out of it?
- What is the transformation - “Being the confident parent you’ve always wanted to be” (feeling unsure, lacking confidence in parenting > feeling confident in parenting!)
- What is their before and after? - subtitles are really handy!
- What is the signature system/process/roadmap
- Or be American and make up a word! Play around with different combinations - always write them down!



# PROMISE - 1-2 SENTENCES TO SELL



FROM YOUR SPREADSHEET -  
THIS \_\_\_\_ (PROGRAM/PRODUCT) TAKES \_\_\_\_ (WHO) FROM \_\_\_\_ (PROBLEM) TO \_\_\_\_  
(OUTCOME). IT DOES THIS \_\_\_\_ (HOW) AND \_\_\_\_ (WHAT MAKES YOU DIFFERENT)

THEN TEST THE PROMISE WITH YOUR AUDIENCE... ASK THEM!





NAME - AND SUBTITLE

PRICE - PACKAGES

BONUSES - EARLY SIGNUP BONUS AS WELL AS EXTRAS, SCARCITY & URGENCY

REFUND POLICY

BOUNDARIES & LEGALS

CASE STUDIES & TESTIMONIALS

WHAT'S IN YOUR OFFER?





# NAMING

Don't take ages, catchy is good, but you should see some of my titles!!

Don't get stuck here!

1. What is the result - you know what you're going to get out of it
2. Before & after - transformation
3. Signature system
4. Make up a word
  - Subtitles elaborate on your title - so don't get bogged down here
  - Check it's not taken
  - Ask for feedback



# PAIN POINTS

Title will help them scroll down the page

- Connect with the buyer - 'away and toward' for the buyer
- People are trying to get 'away from their pain and towards their outcome'
- We want them to be saying 'yes this is me' - press on those pain points - this is what you don't want and if you don't change nothing will happen
- Then move into joy, hope and positivity - get them to say 'yes, this is me', both big and small wins
- You're exactly in the right place if '....'
- This is how I can help you achieve that & introduce the program and outcome based -not the nitty gritty but rather the words - 'this course is going to give you the templates to achieve your goals'..
- Take you through a process - what are the systems - add buttons to join to checkout



# ON YOUR TITLE PAGE

- >Heading
- > pain point
- > outcome if they don't change
- > where they want to be
- > introduce offer & introduced benefits (button)
- > social proof
- > talk about stories/snippets of the results (make them think - yes, yes, this is what I want!)
- > common objections
- > Introduce yourself
- > Who is this for & who it isn't for
- > Content / roadmap / journey / outcome / benefit focused / signature program
- > What's in there - Fb group, bonuses, value stack - people look at costs of outcomes choice is yours - outcome or \$ value
- > Are you ready - join us now etc



**CHECK IN**



How are we going?  
Questions?





- What is your goal income?
- How much is it costing them to NOT do this?
- How much would it cost them to work with you 1-2-1 if you gave this info fresh each time?
- How many appointments will it reduce their attendance at your clinic by?
- How much would they have to pay to achieve this outcome elsewhere? Other alternatives achieve the same outcome - competitors, google, youtube etc.

# PRICING

## HOW MUCH?



- ▶ People who are willing to take the time to search Google, sift through a mountain of free online resources, and figure it out themselves. These people are not your ideal students.
- ▶ People who buy a bunch of inexpensive courses they never finish, and then complain about not getting results. These people are also not your ideal students.
- ▶ People who are willing to pay a good price to learn from an expert teacher. These people are willing to invest in a high quality solution to their problems. These are your ideal students!



# PRICING - BETA PROGRAMS



No testimonials?

- Use testimonials of a client who has already followed the process
- Price isn't determined by content but rather results
- Early bird is a thing of the past - try for bonuses not discounts!
- Early bird creates urgency (if used) but it's not a beta price
- In clinic you can take off the appointment that the client is in at the time.
- What results have you got in the past?

What have they paid this money on before? My hairdresser charges me over \$200, but I'm psychologically struggling with paying for school uniform... yet kids wear that every day!! Do they have a gym membership but...



# PRICING



## ▶ Imposter syndrome

- Lean in & don't crumble to your limiting beliefs
- You don't know what your audience will pay
- Make it a tiny bit uncomfortable and back yourself

## ▶ Getting the audience right

- Are they the right audience if they won't pay you?
- Are you basing your program on the price or vice versa?
- Free content for those who are struggling - Strictly Education & Support
- Paid content for those who will pay and understand where they are in the cycle - The Academy



# PAYMENT PLANS

- Group course/ program
- How long between payments depends on the length of the course - my 90 Day program can only have 2 payments or they'll be paying after they've finished... Preferable they finish payment halfway through
- Delays money into your account, but makes it more accessible to everyone
- Creates recurring income and predictable revenue
- Makes an easier for potential customers to say yes.
- There is the risk of non-payment and you chasing people for failed payments - using a company costs and puts up the base price
- Paying upfront - you give a cheaper price

# LOW PRICE V HIGH PRICE

How pricing affects advertising & details on sales page and prioritise for the buyer

Low priced \$ needs facts and purchase inclusions with detail - under \$200 - almost impulse buy product -quicker decision making for the buyer.

- Killer headline
- Detail of what's included
- Needs breakdown of what's in there, visual description in the cheap seats
- Needs to be tangible
- Dot points of info
- Flat-lay looks
- More inclusion info - it's all about value - snap decision



# LOW PRICE V HIGH PRICE

How pricing affects advertising & details on sales page and prioritise for the buyer

High priced offer is emotional - \$500 upwards

- Emotional as they need to justify the purchase
- Less about value rather more about the pain point and how they're going to feel when they have that outcome - different sides of the brain - we want to use the emotional side of the brain - they don't need to know about how much is included
- Pain point of where they are now and how their life is going to change with this outcome
- It's about the story, transformation & emotional connection

**CHECK IN**



How are we going?  
Questions?





# REFUND POLICY

- Who is your payment processor? You can refund through this

Your policy needs to:

- Time constrained - must apply before a certain date - not unlimited!!
- Specific outcome - reduces risk
- What they need to do - what do they have to achieve to get their money back?
- Not just for change of mind unless within a window
- Any specifics - if you can't revoke content then no money back (my spreadsheets & Trello boards)
  - Payment plans are usually more than one payment and I always say “excluding fees and charges”!



A woman with short grey hair and sunglasses is smiling while sitting on a train. She is wearing a black and white striped shirt. The background shows the interior of a train car with blue seats and windows. A white rectangular box with the text "CHECK IN" is overlaid on the image.

**CHECK IN**

How are we going?  
Questions?



# TESTIMONIALS



- ▶ Spreadsheet - lets go look!
- ▶ <https://docs.google.com/spreadsheets/d/1hQuaCayyU2itXdCnLEE-sSz0z5Uu0J0yrKadet9CRCs/edit?usp=sharing>



A woman with short blonde hair, wearing a straw hat with orange and blue beads, dark sunglasses, and a blue and white patterned top, is smiling. She is standing on a stone ledge with green bushes in the foreground. In the background, the Pont du Gard aqueduct is visible, surrounded by lush green trees.

CHECK IN

How are we going?  
Questions?



# SCARCITY & URGENCY



- ▶ We can't lie.
- ▶ We can encourage them to get on with it tho!
- ▶ Should door be open all the time? Reduced urgency. Open & close doors helps you, and also creates excitement.
- ▶ When would you launch? How would you launch?
- ▶ Join the in the next 48 hours and bonus B. Be careful or your audience will be onto you... shops have sales all the time, so no rush to shop!



**CHECK IN**



How are we going?  
Questions?





# CREATE YOUR PROGRAM

1. Make a list of everything that needs doing
  2. Outline your content
  3. Choose your tech
  4. Create any slides or visual aids
  5. Record & edit content - video or audio or emails
  6. Create worksheets, cheat sheets PDF's
  7. Create bonuses
- a. Except don't create everything until you have your first buyer!





# CREATE YOUR PROGRAM

What do you need to do first -

1. Get it out of your head
2. Plan the content - what does it include?
3. What will they need to do each week
4. Make a list
  - a. Module 1 > week 1 > lesson 1 > day 1 > into > create slides/email/ worksheets/ PDF > edit > upload
  - b. When it's on paper, it's easier to move forward, break down into small tasks
  - c. Make sure it's bullet pointed as you work - check out the create a webinar video in Podia.





# CREATE YOUR PROGRAM

Make lists - everything from go for a wee to turn on computer!!

Create your outlines - start with a goal in mind - “By the end of this lesson you will be able to...”

Make lists of key points you want to cover - Make slide headings

What method works for you? I set timers, I create intentions, I batch and I have deadlines!!



**CHECK IN**



How are we going?  
Questions?



# TECH



▶ IT DOESN'T NEED TO BE FANCY, IT NEEDS TO BE ROBUST.

1. CAN BE EASILY SHARED, SYSTEMS WON'T BREAK, THERE ARE HEAPS OF OPTIONS
  - A. BANKING
  - B. MAILING
  - C. CONTENT DELIVERY
  - D. RECORDING & CREATING
  - E. VIDEOING - WILL YOU?
  - F. WHERE WILL IT BE STORED?
2. GET IT OUT THERE AND GET IT DONE!



# TECH



## RECORDING -

- 1.MIC - HEADPHONES OR BLUE YETI
- 2.CAMERA - BUILT-IN OR LOGITECH C920 WEBCAM
- 3.LIVE - ZOOM, MEETVIO

## EDITING

- 1.FILM - IPHONE APPS, QUICKTIME, IMOVIE,
- 2.AUDIO - GARAGEBAND OR AUDACITY (BOTH)

## SLIDES, WORKSHEETS + PDFS

- 1.GOOGLE SLIDES, POWERPOINT, CANVA



# TECH



## HOSTING

1. FREE - VIMEO, YOUTUBE, MEMBERVAULT (100)
2. PAID - SENDIT, KAJABI, KARTRA, PODIA, SIMPLE CLINIC, PRACTICE BETTER

## CART

1. BUILT-IN OR STRIPE, THRIVECART, SENDCART, SENDOWL,

## EMAILING

1. BUILT-IN OR ACTIVECAMPAIGN, CONVERTKIT, MAILERLIT, FLODESK - CHEAP!

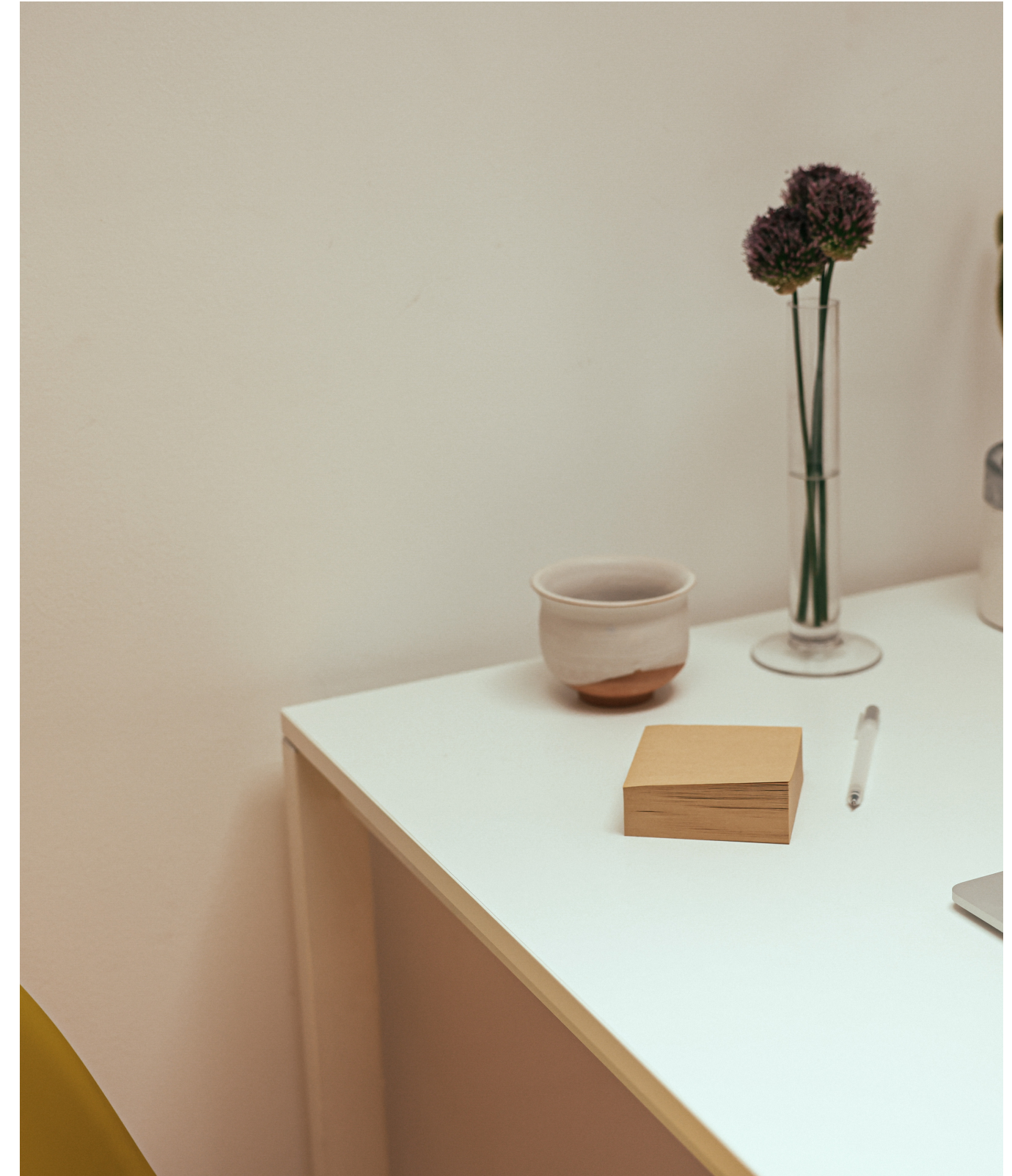


# MINDSET

- Identify why you are procrastinating?
  - Overwhelmed?
  - Where do you start?
  - Drill into your fear - you are good enough, you do know your stuff.
- Acknowledge it doesn't have to be perfect, it's not for everyone, we can't help the world!
  - You can't help anyone if you don't get it launched - launching will be happening all through May!
- Break it into smaller tasks, set timers
- Imposter syndrome - we all get it! Identify the story & facts and create a new story and make peace with it.



- ▶ Regular launches
- ▶ Simple upsells or downsells
- ▶ Collect and listen to feedback (good & bad) so you can make changes
- ▶ Keep yourself accountable to your goals





Commit to Mastery  
Not to Perfection!

Success takes time, mastery takes practice.  
It might not work the first time, that just  
means you need to listen to feedback and  
react.





**CHECK OUT**



Let's talk!





# CONTACT US

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