



Be Bold. PLAY BIGGER.™

Program Design Blueprint

OUTCOME or RESULTS of your program

- The outcome or result that your clients get
- What changes as a result of working with you?

DELIVERY FORMAT of your program

- Private, group, accelerated, teleseminar, information product/home-study program
- Level of client commitment – hours of study, length of sessions, assignments, etc.

CONTENT

- Content – what will clients be learning with you?
- Your services / contact time with you – how often and where does it take place?
- Accountability – what mechanisms does your program include to hold them to the highest levels of accountability?

MAKE YOUR PROGRAM “IRRESISTIBLE”

- Incentives (fast action savings, bonuses, etc.)
- Limiters (either limited number of places or cut-off dates)





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TIPS: Include bonuses: bonuses must be relevant and enhance the value of your program. Including too many will overwhelm clients and detract from the overall value.

HINT: Extra time with you is not a bonus!

Include services you normally give away such as email access, laser-focused calls, additional sharing of resources, proof-reading, specialized knowledge etc.

Include “Done-for-You” materials that make it easier for the client to implement. What comes naturally to you is often highly appreciated by the client.

HINT: Clients love “how to scripts”, clear tools, checklists etc.

Resist the temptation to overload your packages. If you have a lot to share with clients in order for them to get the results they desire, consider how you can create several different levels of programs that clients can choose from.

