

5 Day Chart Your Course Challenge

Day 2 - Here we go!

Goal of the Chart Your Course Challenge

At the end of 5 days, you'll have the knowledge, the tools, and a concrete plan in place to create your course, membership, or training program.

Day 1 - Recap

How did the assignments go yesterday?

#1 - Pick your niche! - There will be a thread in the announcement section of the group where you can either comment with your niche or simply comment "Done" if you prefer.

If you need some help in picking your niche, start a new post in the group with **#pickmyniche** and ask for some feedback. Provide as much detail as you can so group members can help you narrow it down!

#2 - Write out your vision for 3, 5, and 10 years from now. If you're more of a visual person, cut/paste some pictures to help you make it more real. Take a couple minutes every day to review this and keep your vision top of mind.

Let's get into the Day 2 Training!

Today we're going to cover these topics:

Defining Your Program Idea - Format, defining the end goal of your program, defining the path for your students, naming your program for maximum marketability

Yesterday we covered **identifying your Niche**.

Your niche is the area of specialty that you are going to focus your efforts on.

Your **Program Idea** narrows things down even further. This is the specific program you are offering that will create a specified end result for your students.

Your Program Idea

To determine your program idea, you need to figure out the following:

Format: Digital Course, Membership, or Training Program?

Define the End Goal: What do you want your training to accomplish for your students? It should be specific!

Define the Path: Where are your students starting? Where will they be at the end of your training? What specific things will you need to teach them in order to get them to the end goal of your training (milestones)?

Name Your Program For Maximum Marketability: It's important that your program is appealing and marketable!

Format

The first thing you should figure out is the **format**. Your format will be one of the following:

Digital Course

Membership

Training Program

You probably already have a feeling on the type of program that best aligns with you. If you are struggling with this part, go back and review the material from Day 1. There are a number of things to consider such as your strengths, material, and your audience. All 3 of these methods can be very profitable if done right.

Digital Course: Define your format

Length: 30 days? 6 weeks? 8 weeks?

Content: Video? Text? Audio? Slides? Templates? Combination?

Level of support: Weekly or bi-weekly video calls? Group interaction?

Structure: Weekly content? Daily content? All at once?

Rough Pricing: What is the value of what you are offering? What are the competitors charging? What will the market bear?

Unique Features: VIP Facebook group? Bonus content? Templates?

Membership: Define your format

Length: Ongoing

Content: Video? Text? Articles? Newsletters? Templates?

Level of support: Weekly or bi-weekly video calls? Group interaction?

Structure: Monthly content? Bi-weekly content? Previous content releases available for new members? Facebook group regular activities or prompts?

Rough Pricing: What are the competitors charging? What will the market bear? How many members do you need to make it worthwhile?

Unique Features: In person events? Virtual events? Local meetups? Special templates or content?

Training Program: Define your format

Length: Ongoing? 6 Months? 1 Year?

Content: Is there any digital content you'll be providing? Or, only one on one or group training calls? Video Calls? Mastermind Group?

Level of support: Weekly, Bi-weekly, or Monthly video calls? Group interaction? Direct access to you?

Structure: Customized for each client? Or, based on a pre-defined system?

Rough Pricing: What are the competitors charging? What will the market bear? What is the training you're providing worth to your client?

Unique Features: In person events? Virtual events? In person meetings? Special templates or content? Any "Done For You" element?

Define the end goal

This may be the most important thing for you to figure out before you start putting your program together.

What do you want your program to accomplish for your students? Specifically!

For example, our end goal for this challenge:

At the end of 5 days, you'll have the knowledge, the tools, and a concrete plan in place to create your course, membership, or training program.

Basically we're going to provide you everything you need to start creating your own course, membership, or training program.

Get Crystal Clear on the End Goal!

When you clearly define the end goal of your program, everything will start to fall into place:

- You'll start to figure out what you need to create to get to the end goal
- Your training program will be more desirable when your end goal is well defined
- You can price your program more accurately
- You'll be able to attract the right students

Define The Path of Your Students

Where are your students starting?

Where will they be at the end of your training?

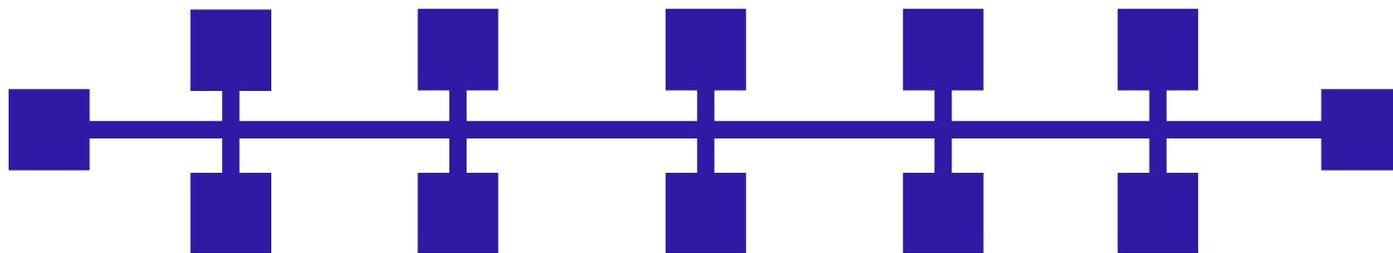
What specific things will you need to teach them in order to get them to the end goal of your training (milestones)?



Define the Path

Start

End Goal



Milestones

Milestones

Milestones are individual topics along the path that you will need to teach your students.

These milestones are necessary for your students to achieve in order to reach the end goal of your program.

For example, in this program, we have these milestones (along with many more):

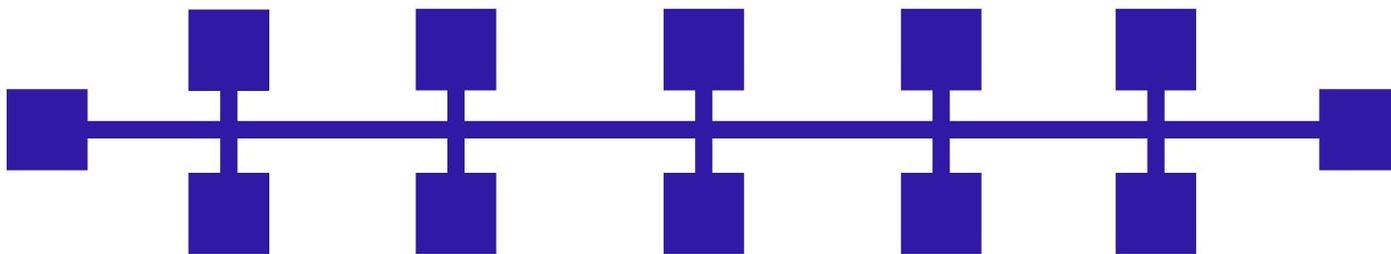
- growing your audience
- defining the format of your program
- creating content



Milestone Path

Start

End Goal



**Example Milestone:
How to create video content**

Naming Your Program For Maximum Marketability

Now it's time to figure out a name that is marketable and describes what your course is all about.

This is something that may take some deep thought on your part and may not come to you if you try and force it. Sometimes the best ideas will come to you as you are going through your daily life and then they'll just pop in your head.

The key here is that you need to be thinking about it until you settle on the right one. It's not super important to have the perfect name for your course until you are ready to offer it to the world.

Naming Your Program - Tips

Simple is better! Try to avoid having a long program title. Typically 2-4 words is best.

Does it sound catchy? You'll have to evaluate this on a case by case basis.

Brainstorm some words that represent your program and write them out. Use this as a basis to come up with combinations.

Use a thesaurus to help you brainstorm. Sometimes similar words may spur an idea that becomes the perfect title for your new course.

More Naming Tips

Make sure someone else isn't using the exact same or very similar course title. Google should help you out here.

Consider using alliteration. Blogging Blastoff is an example of this and it's very easy for people to remember.

You may want to look for a specific domain for your program (optional). If so, make sure something is available that will work.

Day 2 Assignments

#1 - Determine the Format - Fill out the Format Worksheet with all the necessary details. Use the slides today as a reference.

#2 - Clearly Define Your End Goal - Write this out as a one sentence statement. This is your program!

#3 - Define the Path - Visually write out the path and figure out the major milestones that your students will need to accomplish.

#4 - Name Your Program - Sometimes this step requires a little time to come up with the right name. For naming help, you can also post in the Chart Your Course group with #whatsmyname and our creative group can help! Include as much information as you can along with any particular words you like.