

Design Your Million Dollar Program

*HOW TO DESIGN A PROGRAM THAT PEOPLE ACTUALLY WANT...
AND THAT GENERATES BIG MONEY FOR YOU!*

What do you do?

What's your profession or area of expertise?

Example: Dog trainer. Negotiation specialist. Attorney. Wellness coach. Productivity expert. Manicurist.

Think about your dream client, customer, or student.

What is Point A?

This is the stressful, sad, painful, grim situation that your client finds herself in. Your client does not like being in this situation! It sucks! She wants things to be different!

Make a bullet point list to describe your client's Point A situation.

Example [Dog trainer]

Client's Point A:

- "My dog is a complete psycho!"
- "Constant barking. Shredding furniture. Won't sit or stay. Total nightmare."
- "This dog is ruining my house, marriage, and sanity. I don't know what to do."

Example [Wellness coach]

Client's Point A:

- "I don't feel comfortable inside my own body!"
- "I feel like crap. My energy levels are zapped."
- "I look in the mirror and don't recognize myself. Once upon a time I used to feel strong, healthy, sexy, but it's like my glow has disappeared. Who is this brittle ol' Hansel and Gretel hag staring back at me??!"

Your Client's Point A:

What is Point B?

This is the exciting, beautiful situation that your client wants to get to—and you will help them get here!

This is the ribbon at the finishing line of the race! The victory! The goal: achieved! Getting here would be a dream come true for your client. This is what they want!

Make a bullet point list to describe your client's Point B situation.

Example [Dog trainer]

Client's Point B:

- "Thanks to your program, now my dog is a heavenly angel!"
- "My dog is quiet as a mouse. No longer chewing the furniture. He knows how to sit, stay, Your Client's Point A: and come when called."
- "Peace has been restored in my household. I literally can't thank you enough!"

Example [Wellness coach]

Client's Point B:

- "I feel 'at home' in my body once again!"
- "I have tons more energy! No more mid-afternoon slump!"
- "Now I look in the mirror and I'm like, 'Bitch you look GOOD!' My glow is back! I look and feel amazing, and I'm so stoked!"

Your Client's Point B:

The Journey from A to B

Now, the million dollar question!

How can you guide your client from Point A to B in the most direct, efficient, and joyful way possible?

What do they need in order to move from A to B? (This is the content of your program!)

For instance, does your client need:

- A video tutorial
- A worksheet
- A checklist
- A system, process, or method to follow
- Exercises to complete
- Templates to use as a starting point
- Assignments to keep them on track - Prizes/rewards to motivate them to keep going
- 1:1 time with you to brainstorm and work through their issues
- A pep talk, music playlist, or something else that's fun and joyful to lift their spirits
- An inspirational true story that will light their ass on fire and motivate them to take action

Your client might need **all** of those things, **some** of those things, or **none** of those things. It just depends on who your client is, what their Point A is, what their Point B is, and also, what you (as the program creator) are willing to offer!

Don't forget: this program needs to feel joyful for your client to complete, and it also needs to be joyful for *you* to lead! Because if you feel miserable leading your program, then your clients will be miserable too.

What do you actually *want* to offer? What lights you up? What sounds exciting? Do that. Don't cram in a bunch of extra stuff just because you feel like you "should."

What does your client need in order to move from point A to point B?

Feeling tempted to add...more?

Don't.

Many women have a bad habit of adding more, more, more to their program—27 video modules, 52 worksheets, 5 bonus resources, and let's throw in a Facebook community just for good measure—thinking this makes the program "more valuable."

It does not.

When you add unnecessary crap to your program, you are actually making the program *less* valuable.

You are overwhelming your client, overloading their brain, making them feel exhausted. By tossing in more stuff, **you are cluttering the path from Point A to B.**

In doing so, you are making it less likely that your client will reach Point B and enjoy the success that they want. Boo to that!

Stop adding unnecessary crap to your program. That's not how you deliver "their money's worth." Less is more.

Before tossing in “just one more thing,” pause and ask yourself:

“If I add XYZ, will this help my client reach Point B efficiently and joyfully—or is this just unnecessary crap that’s going to distract them, overwhelm them, and slow them down?”

Your job is to create a simple, and uncluttered path to the Point B destination.

If you do this, your clients will be obsessed. The repeat sales, referrals, and 5-star reviews will rain down!

Okay, you figured out your Point A, Point B, and how you’re going to guide your client from Point A to B. Yes! Amazing!

Here’s your final challenge...and you might not like this part! Do it anyway.

- Edit and subtract.

Whatever you think you need to provide to guide your client from A to B, shorten that list by 30%. Make it shorter and simpler. Think: 7 steps instead of 10. Or, 1 big idea instead of 3. Less is more.

- Double your price.

Whatever you think you ought to charge, double it. Because now you’ve developed a program that’s gonna deliver incredible results, and it’s worth a lot more.

Enjoy making that coin!

You’re welcome.

And if you’re obsessed with this worksheet, and want more amazingness just like this, you need to join the Club: helloseven.co/club