

COACHING PROGRAM OUTLINE

WHAT IS YOUR OFFER?

1. WHAT IS YOUR HUGE TRANSFORMATIONAL RESULT THAT YOU ARE OFFERING? WRITE IT OUT...

"Discover the Secret" ... or "5 steps to"... or "How to" ...

2. WHO NEEDS IT?

*A "Specialized Group of people Ready For Transformation"
Who needs your offer?*

3. WHY DO THEY NEED IT?

4. WHAT WILL IT DO FOR THEM?

(What result will they get or what problem will it solve)

5. WHY ARE YOU THE ONE TO OFFER IT?

(Why are you the best person to learn from?)

1. What are the exact 12 steps they need to get the maximum transformational result you offer?

- Write the exact steps over 12 weeks
- Allows your client to get **maximum transformation**

WRITE YOUR 12 STEPS ...

WEEK 1:

WEEK 2:

WEEK 3:

WEEK 4:

WEEK 5:

WEEK 6:

WEEK 7:

WEEK 8:

WEEK 9:

WEEK 10:

WEEK 11:

WEEK 12:

12 TRAININGS RECORDED – YOUR PLAN

What is your recording process?

- Will you do them live e.g. Zoom calls?
- Will you pre-record them?
- Where will you keep them?
- Will you use PowerPoint/keynote or another process?

→ WRITE YOUR RECORDING PROCESS / PLAN:**ACCESS TO FORUMS OR YOUR “COMMUNITY”...**

- WHAT IS THE PURPOSE FOR THIS?
- WHAT ARE YOUR EXPECTATIONS?
- WHO IS THE “MODERATOR” AND THE FREQUENCY OF ACTIVITY?
- WHAT FORMAT WILL YOU USE?
- WHERE WILL IT BE LOCATED?
- HOW WILL YOU KEEP IT UP TO DATE?

2. WEEKLY LIVE Q & A

- What are your office hours?
- Once a week?
- Time ?
- Ask questions?
- Live training?

What does your weekly Live Q & A Look like? The questions and the discussions are at a very high level ...

What does this look like?

Describe it...

3. EXACT ACCESS TO COACHES THEY NEED

- You show up for an hour a week for your high level Q and A group call
- You can do some of those six hours of one-on-ones when you have your first couple of clients yourself, that's fine.

But, for a reasonable percentage of what you get paid, you can outsource that one-on-one!

Will you offer some one on one, very specific help for 4 to 6 to 8 hours on the exact topic they need with an expert on that topic for that hour?

→ Describe what that looks like? What is your plan for one on one?

4. YOU CAN ALSO INCLUDE TEMPLATES (80% COMPLETE)

Create “Templates” that are like 80% complete.

Help them or in their 4 or 6 or 8 hours of one on one with the coaches that you hire, THEY can help them fill in the blanks on those samples.

- What templates will you create?
- List them
- Describe them
- What is the purpose of each template?

You may have more, you may have less, that’s ok, it’s your offer!

Template #1: Title
 Description and purpose

Template #2: Title
 Description and purpose

Template #3: Title
 Description and purpose

5. ACCOUNTABILITY IS REALLY POWERFUL AT THESE HIGH LEVELS

- 15 minutes a week with an accountability coach that just says,
- Hey, what are you planning to do this week? 10-20 minutes

What are your "Accountability Coaching" Plans?

Who will do it?

How often?

How will you schedule it?

How will you get feedback from the accountability coach?

Describe your process for using accountability coaches...

Your check list:

Do they have the 12 steps they need?

Do they do get to meet for the high-level Q and A every week?

Are they getting six to eight hours one-on-one as they need it?

Are they getting six to eight hours one-on-one with the exact coach?

Do they have the templates 80% done so they can fill them in

Do they have that accountability scheduled in?