Create
AN OUTLINE

Creating a course, membership, bundle or downloadable product can feel overwhelming and full of endless tasks to completed. Here we are helping you crack down on a timeline and outline that will help you find bite-size ways to tackle your next project or product.

If it's a membership, bundle or downloadable product. If it's a course, book, or group coaching: you need to look to create a timeline for the delivery of your product/course (2-8 weeks) and have ONE TOPIC delivered per week.

It really is that simple so let's get to work!

YOUR OFFER

Create Your Outline & Modules

Getting you in the right thought process will help you quickly develop the core outline and modules that would be included.

In order to do that you have to focus in on What's the deliverable? What modules? What are the lessons? What are the downloadable pdfs, outlines, etc.? What needs to be written vs what needs to be a video?

These are the things that will help you round out your offer and ensure a desired outcome.

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An Example

Here's an example to get you on the right track. Let's take Aaliyah. She has had a physical yearly planner and would like to setup a printables shop full of other tools. Both items help business owners organize, systematize and control their day to day schedule and tasks. For this example, she wants to start and develop a plan to market her printables shop and get it launched. This is just an example so we challenge you to take it even further!

ASK YOURSELF:

ANSWER WHAT IS ___?

It's a online printable shop that delivers other organization and digital tools to help business owners develop a routine

WHAT DOES IT MEAN TO ___?

Take back control of your time and schedule. It also means that you are ready to be more organized and better track important tasks on a monthly, weekly and daily schedule.

HOW TO DO ____?

You can print them, add them to a binder or even upload them to an online tablet like your ipad or surface pro.

BEGINNER METHODS FOR__?

Set a new routine of checking daily, weekly and monthly. Adding it to your reminders or online calendar will promote that new routine.

ADVANCED WAYS TO __?

Using some of the tools in the shop helps you to take it a step further with additional quarterly and yearly planning, working your goals backwards, etc.

ASK YOURSELF:

TROUBLESHOOTING / MISTAKES TO AVOID ___.

Not taking the proper time to setup your organizer and tools to be successful and promote continual use.

EXAMPLES OF ____?

Show completed pages and ask for past purchasers to share. Step by step video guide on how to fill it out, how to navigate the pages and/or how to upload it to your tablet.

RESOURCES & TOOLS ___?

Steps and tips on working a routine, how to successfully plan and organize work and family.

TOOLS, TIPS AND TUTORIALS?

Examples of how you might apply the planners and other tools to specific business types like coaches, VA's or marketing managers

CHECKLISTS & WORKFLOWS?

Checklist to outline where to start, setting up your planner, pulling your tasks and organizing them, etc.

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Figure Out your Deliverables

No matter what you are creating you need to define the lessons, deliverables and content that will be included. These are the things that help you break down the customer experience and ensure the transformation is met. Working through these questions will help you develop what you need in each product you create.

ASK YOURSELF:

ANSWER WHAT IS ___?

WHAT DOES IT MEAN TO ___?

HOW TO DO ____?

BEGINNER METHODS FOR__?

ADVANCED WAYS TO __?

ASK YOURSELF:

TROUBLESHOOTING / MISTAKES TO AVOID ___.

EXAMPLES OF ____?

RESOURCES & TOOLS ___?

TOOLS, TIPS AND TUTORIALS?

CHECKLISTS & WORKFLOWS?

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