

Angela
SEDRAN

COURSE

Planner

**Find and Name Your Million
Dollar Course in a Weekend**



Hi

I'm Angela, 7-Figure Female Entrepreneur. I help coaches, consultants and professional services business owners to grow their business using the latest smart digital tools and automated marketing systems.

I do this by sharing my many years of experience, hard work, and research with my online communities. Through online training programs and monthly kits, entrepreneurs - just like you, can grow a profitable, lifestyle business without the overwhelm.

Online courses have made it possible to share our expert knowledge - our "Genius Zones" - with the world. They've transformed the way we do business and are responsible for generating tens of millions of dollars in revenue. With the right tools and strategies, they can for you too, regardless of your industry or location.

I've connected with thousands of people around the world, built incredible relationships and delivered industry-leading training through my online programs. I can confidently share some valuable insights that you can implement into your business.

It's time to get your online course off the ground by choosing which a profitable coaching niche. Stop leaving money on the table and achieve the profitable, lifestyle business you deserve.



Angela x

INTRODUCTION

A crucial part of growing any business is to always think ahead to what your ideal client wants and needs from you. What are their biggest problems? How can you help solve those problems? What results can you help them achieve?

While your advice may be the best answer to their problems, not everyone can afford to pay for one-on-one coaching. Sometimes their schedules are so crazy they don't even have 15 minutes to spare for a coaching call. These people are best served by your courses, which can be less expensive than one-on-one coaching and can fit into their schedule as time allows. Aside from that, there is a wisdom in crowds and the community that a group course offers can be invaluable.

Not only will your products help your clients solve a problem, but they add a nice profit margin to your business - even while you sleep, travel, or coach other clients. And, as Warren Buffet says, "If you don't find a way to make money whilst you sleep, you will work until the day you die".

These passive income streams can sell for years and years almost on autopilot, but you need to create relevant content and have a killer name that will stand out from the rest of the competition.

In this planner you'll re-examine your target market and their needs as well as tap into your creativity to start brainstorming ideas for your course. Don't overthink your answers and don't edit yourself during the brainstorming phase. Put yourself in your target market's shoes and DREAM BIG!

Also, don't get discouraged or think creating products is too big an undertaking for you. Absolutely anyone can use their expertise and create a product for their market; and using these exercises as a blueprint will put you on that path to passive income quickly.

Let's get started...you've got this!

1. FIND YOUR NICHE

The first step is to find your niche, and, most importantly, a niche that wants your courses and is profitable.

This collection comes from where my community and students have had the most success, and which niches appear to be working right now. These are the niches where people are looking for what you have to offer right now.

Don't worry though. If you don't see your niche in here it **doesn't mean your course won't sell**.

And if you're feeling a little stumped, **I even included a proprietary formula below to help you identify your own niche**. So you can jump straight into building a profitable lifestyle business and fast.

HEALTH & WELLBEING

Chronic Anxiety

1. Handling performance anxiety for professional athletes

Stress Management

2. Stress management for small business owners
3. Chronic overwhelm
4. Meditation & mindfulness
5. Yoga

Arthritis Management

6. Pain management strategies for rheumatoid arthritis

Weight Loss

7. Post-pregnancy weight loss for women
8. Weight loss for over 70's
9. Dieting (keto, gluten-free, vegan, paleo etc.)
10. Breaking bad food habits
11. Intermittent fasting

Fitness

10. Marathon training
11. Dad fitness
12. Building strength
13. Muscle gain

Appearance

14. Natural hair loss prevention & treatment
15. Skincare
16. Makeup
17. Hair styling
18. Personal style

Spirituality

19. Relationships with spiritual figures (god etc.)
20. Exploring spirituality and religion

Addictions

21. Alcohol addiction
22. Child drug addiction
23. Parents with addiction

OTHER HEALTH & WELLBEING NICHES

24. Low energy
25. Kidney dysfunction
26. Aromatherapy
27. Massage
28. Decluttering and organisation

RELATIONSHIPS

Dating

29. Dating online
30. Long distance relationships
31. Dating for single women over 40
32. Marriage

Long-term Relationships

33. Intimacy
34. Connection
35. Marriage
36. Relationship insecurity

Parenting

37. Parenting teenagers
38. Family bonding
39. Becoming a first-time dad
40. Family bonding

Business Relationships

41. Becoming a mentor
42. Finding a mentor
43. Intercultural business relationships

OTHER RELATIONSHIP NICHES

44. Cross-culture friendships
45. Sexuality
46. Conflict
47. Abuse

BUSINESS

Bookkeeping

- 48. Bookkeeping
- 49. Bookkeeping for sole traders
- 50. Accounting

Marketing & Sales

- 51. Client Attraction
- 52. How to attract new coaching clients online
- 53. Social Media Marketing
- 54. How to build a 6-figure following on Instagram
- 55. Online marketing
- 56. Content marketing

Sales

- 57. Sales

People

- 58. Hiring a team
- 59. Conflict management

Starting Your Own Business

- 60. Starting a wedding photography
- 61. Selling handmade goods online
- 62. Freelancing
- 63. Monetizing your hobbies
- 64. Making money online
- 65. AirBnB rentals

OTHER BUSINESS NICHES

- 66. Productivity

WEALTH & MONEY

Real estate

- 67. How to flip properties for profit
- 68. How to save for a deposit for first home buyers

Investing

- 69. Generating wealth for retirement
- 70. Wealth management
- 71. Investing in the stock market

Money Management

- 72. Refinancing
- 73. Getting out of debt
- 74. Family budgeting
- 75. Budgeting for teens

CAREER

Career Management

76. Dealing with unemployment
77. Pay increase
78. Promotion
79. Job change
80. Getting an internship
81. Resume writing

OTHER CAREER NICHES

82. Executive leadership for women
83. How to get more out of your team
84. Finding your life purpose
85. Hiring
86. Change management
87. Public speaking
88. Auditioning for actors

PASSIONS & HOBBIES

89. Dog obedience for first-time owners
90. Baking and decorating wedding cakes
91. Tennis
92. Golf
93. Gaming
94. Swimming
95. Buying cars
96. Jewellery making
97. Travel hacking
98. Tiny homes
99. Interior design
100. Partner dancing

Exercise: Determine your niche and subniche

My Category	My Niche	My Sub-niche
Examples: Wealth & money Business Passions & hobbies Health & wellbeing	Property buying Start your own business Tennis Weight loss	First home buyers Wedding photographers Tennis for teens Weight loss post partum
1. 2. 3. 4. 5.	1. 2. 3. 4. 5.	1. 2. 3. 4. 5.

2. FIND A TOPIC THAT MAKES YOUR WHOLE TRIBE CRAZY-EXCITED

It's a fine line between choosing a topic that you love talking about and a topic that your audience wants. However, getting clear on exactly what your audience wants it's vitally important if you want a solid return on your investment

You may love talking about X, but if your audience is far more interested in Y, then that's where your course should focus. If you want to make a profit, focus on what your people will pay to learn! Remember, even if a topic sounds easy to YOU, it's not easy for others to learn and they will happily pay you to teach them.

How do you discover these hot topics?

This is all about listening. Pay attention to what your audience is saying. Look at your most popular blog posts, top performing social media topics, and most common Google search terms. Look at the comments on your blog and social media, too. Do you have a group or participate in groups where your ideal clients hang out? Pay attention there as well. Another person's vent about what's missing in their life or what they wish they could find is another person's opportunity to create something valuable.

If you're still struggling, create a poll that includes the top 5 topics you believe are follower favourites. Publicise the poll on social media and email it to your list. Ask direct questions about what they want to learn and why.

In the end, successful sales come down to having a product that will yield the results your ideal clients want and need in their lives. So create a product that is client-focused and your sales will then become an awesome by-product, leading the way to creating more products to fill your library.

Exercise: Find out what your followers love.

What I THINK my fans want	What my fans ACTUALLY want
<ol style="list-style-type: none"> 1. 2. 3. 4. 5. 	<ol style="list-style-type: none"> 1. 2. 3. 4. 5.
Most Popular Blog Post Topics	Most Popular Social Media Topics
<ol style="list-style-type: none"> 1. 2. 3. 4. 5. 	<ol style="list-style-type: none"> 1. 2. 3. 4. 5.
Blog Post Comments	Social Media Comments
<ol style="list-style-type: none"> 1. 2. 3. 4. 5. 	<ol style="list-style-type: none"> 1. 2. 3. 4. 5.

Email List Responses	Groups Comments
1. 2. 3. 4. 5.	1. 2. 3. 4. 5.
Survey Questions	Survey Responses
1. 2. 3. 4. 5.	1. 2. 3. 4. 5.
General Brainstorming Notes	
Empty space for brainstorming notes	

3. HONE IN ON YOUR SUBJECT WITH LASER-LIKE PRECISION

If your current service is something that is based a service that you have to “do” to your customer like a beautician or chiropractor, you can still create a course. Use your knowledge to build a course that shares your expertise on “how to build your own skincare range” or “How to deal with migraines or back pain once and for all”.

No matter how big or small a course you want to create, there must be actionable content so your students can achieve a certain result. You provide the roadmap while they provide the action. You can provide explicit action steps (i.e. write 200 words a day) or more vague action steps based on their own research (i.e. subscribe to your favourite autoresponder platform).

Based on your research in Step One, compare two of the frontrunner topics. Which one would make a more compelling course? Do you have enough information to create actionable content? How much information do you have: Enough for a single webinar or enough for 10 lessons?

While you’re considering how much information you have on each topic, remember to keep your list focused and on topic. Sure, there will be dozens of subtopics but does each of them have a place in your course? Or will that just confuse your students? Remember to keep your course as simple for your clients as possible, i.e. the shortest, and easiest route to give them the result they want.

Also think about if these topics are analytical or emotional. Analytical topics have facts to support them, so they are easier build a course around, whereas emotional topics are often more opinion-based and make for better blog posts.

It’s time for some analysing. Sometimes it’s easiest to see what you have to work with when it’s written out in list form. This can also be done using mind-mapping, if that’s your preference.

Exercise: Create a pros/cons list for your top two topics.

Front Runner Topic #1	
PROS	CONS
Is this an analytical or emotional topic?	
List the lessons you'll include in this course	
What actionable content will you include in this course?	

Brainstorming Notes	
Front Runner Idea #2	
PROS	CONS
Is this an analytical or emotional topic?	
List the lessons you'll include in this course	

<p>What actionable content will you include in this course?</p>	
---	--

4.: SCOPE OUT THE COMPETITION (AND PLAN TO KNOCK 'EM FLAT!)

In the business world, competition is a good thing. By assessing the competition prior to creating and launching your product, you'll know if your market has money to spend -and if they're willing to spend it. Think of it as your competitors giving you some free market analysis!

Of course, if you're planning a course on "how to start an amazing blog" and there are 900 other similar courses, you can still do it ... but make sure yours is unique in some way. Regurgitating the same tips that can be found via Google search won't motivate too many people to take your course seriously; or worse yet, they'll ask for refunds if they aren't learning anything new.

You are unique. There is no one else is quite like you, so make your course equally as unique. You have an X Factor – use it! Add your story; add your personality; add your voice; share lessons you've learned or case studies backing up why your methods work...and work better than your competitors' methods.

Also brainstorm ways you can fill in the missing gaps your competitors may have left open. Maybe instead of recreating the wheel, you just create a course that your market is clamoring for by filling the gaps.

One way to discover these gaps is to do a Google search for that product and read the online reviews. People are very quick to leave negative feedback so balance the negative reviews with the positive ones. You may discover a real golden nugget in these reviews that will help fill a gap or make your course more unique.

Lastly, remember to create a stellar customer service experience for your customer. While this may not be related directly to creating your product, customer service is often the first and last impression your customer has of your company. Making it easy for them to ask questions, make a purchase, or even requesting a refund will make an indelible impression about your company and your attitude about customer care.

Creating a bestselling course is a mix of research, creativity, and market research. Follow all those steps and you'll be on your way to creating a superstar course.

Exercise: Compare competitive courses and analyze how yours can be different.

	Competitor #1	Competitor #2	Competitor #2
Name + Product Features			
Their target market (best guess based on their sales letter)			
What features are missing from their course?			
What promises are they making?			
What bonuses are they giving?			
What do their reviews say?			
Brainstorming Notes			
How is my product different from my other offerings?			

<p>What can I add to my product?</p>	
<p>How can my product be (more) unique?</p>	
<p>How can I offer a different perspective on the same topic?</p>	
<p>What format do I want to use to create my course? (i.e. written, video, audio, a mix)</p>	
<p>How is my product aligned to my customers' buying behaviors?</p>	
<p>How will my product align with my mission statement?</p>	
<p>How will my product align to my company values?</p>	
<p>Is this idea trendy? Am I jumping in at the right time?</p>	

General Notes	
What is my customer service process? What can be improved?	

Exercise: Explore the gaps and subtopics of your main topic.

My Main Topic	
Subtopics	
Gaps in the Market	
<ul style="list-style-type: none">• What ideas are trending in my market today?• What's missing from the market?• What are my fans asking for?• What are my current customers giving feedback about?• Can I tackle these gaps myself? Do I know someone who can help me?• Are people searching online for this?	

5. CREATE KILLER NAMES FOR YOUR KICK-ASS COURSE!

Now that you have your course mapped out and have done some market research, it's time to start brainstorming some names. This process is always easier once you have a firm grip on what type of content you'll cover in your course. Working backwards – fitting the content into a course name – is severely limiting. Make the course the best it can be, then think of a killer name afterward.

First, think about who your target market is for this course. You most likely have done this already and if so, kudos to you! Take that client avatar and be sure this is who your course will serve. If not, make some revisions.

However, if you have never created a client avatar before or even given your ideal client two minutes of thought, now is the time to do so. Knowing who will purchase your course allows you to fine tune your marketing message and ensure you're providing everything that ideal client needs to succeed.

A client avatar is a compilation of all the features and demographics of your ideal client. These are made up "people," not necessarily people you already know. Compare this process to the way fiction authors create the characters in their stories: Authors have their general storyline in mind, they do their research, then they create the leading and supporting cast of characters.

Gather your data (remember the info from Step One) and give your client avatar a name. You'll discover it's much easier to create your marketing messages, emails, and social media posts when you know exactly who you're speaking to and why they need your product.

Exercise: Think about your target audience and create a client avatar.

Target Market Demographics	Target Market Pain Points
<p><i>Include age, gender, education level, hobbies, fears, passions, where they live, marital status, family life, beliefs...</i></p>	<p><i>What do they struggle with/are afraid of? What solution(s) are they willing to buy?</i></p>
Create Client Avatar Profile	Give the Client Avatar a Name

EXERCISE: Brainstorm course names using this core value template.

WHO does your course help?	
WHAT result are you promising?	
HOW will they benefit from your course?	
<p>My course helps [target audience] learn how to [result] so they can [benefit].</p> <p>My course helps _____ learn how to _____ so they can _____.</p>	
Killer Name Ideas	

Exercise: Use this checklist to fine tune your killer name ideas.

Does your killer idea:

- Represent the level of your students and their skillset?
- Accurately represent your industry?
- Explain the learning objective or benefits of your course?
- Sound complicated or is it easy-to-read?
- Use slang or is it grammatically correct?
- Set the correct expectations of your course?
- Have fewer than 60 characters?

6. WHY YOUR COURSE IS A GUARANTEED GAME-CHANGER

You can include all the flashy sales jargon you want on your course's sales page, but one thing remains true: People don't buy your course; they buy the results you promise. They buy the transformation.

Take your market research along with your target audience profile (client avatar / ideal client) and start jotting down ways your course will change them or transform their lives. Now try weaving one of these into your course name. When your ideal client reads your course name, they should know that course is meant for them and they should know what you're promising, or how their life will be transformed.

Which course name stands out more:

“Start a Blog” or

“Create Blog Posts That Turn Followers into Lifelong Fans”?

That first choice is straightforward and to the point: You know what you're getting. But does it capture your attention? Does it stand out from the other 500 courses all about starting a blog?

Now take the second choice, “Create Blog Posts That Turn Followers into Lifelong Fans”. Even if you already have a blog, you know right away that you'll learn writing tips for making your blog posts so exciting that your fans will sing your praises from the mountain tops...and who doesn't want that result?

The excitement the buyer feels when they think of all the lifelong fans they'll acquire is the emotional response you want your course name to evoke. An emotional reaction will encourage them to buy your course because they desperately want the results and transformation that you're promising.

To help you find the right power words to elicit an emotional response through your copy, check out this list of 401+ Power Words.

400+ Power Words to Ignite your Copy

MIND-BLOWING	LUST	EXCITEMENT	SAVAGERY	GREED	COMPLETENESS	AUTHORITY	EXCLUSIVITY	PRIDE	SAFETY
Alluring Amazing Astounding Astounding Awesome Badass Bomb Brilliant Catapult Charming Defying Delicious Delightful Dreamy Epic Explosive Exquisite Greatness Heavenly Incredible Law-dropping Kickass Legendary Mesmerizing Mouth-watering Nail-spellbinding Sublime Triumph Unbelievable Unleashed Polarizing Dominate	Begging Crave Decadent Delirious Fantasy Forbidden Irresistible Naked Provocative Seductive Sexy Sinful Tantalising Satisfy	Bold Exciting Fascinating Intriguing Riveting Tempting Thrilling Transform NOVELTY Challenge Discover Extraordinary Hack Latest Life-changing Magic Miracle New Remarkable Revolutionary Sensational Shocking Spoiler Startling Suddenly Surprising Unexpected Strange Weird Odd Unusual	Agonising Apocalypse Armageddon Battle Corrupt Crazy Deadly Disgusting Fight Frenzy Hate Insane Lunatic Menacing Painful Poison Rowdy Sabotaging Savage Sins Struggle Treachorous Uncontrollable Vicious Violent Weak Wild Dying Horrrifying Attack Traumatized Insult Horribly Hell	Affordable Bargain Barrage Bonus Budget Cheap Convert Double Drive Forever Free Immediately Increase Instantly Money Never Now Off-limits Overnight Profit Promote Sale Today Triple Unlimited Envy Master Lucrative Steal	Completely Copy Detailed Essential Impenetrable Meticulous Overcome Painstaking Practical Recreate Replicate Relentless Ultimate Master Perfect Super Create Step-by-step Best Truly Packed Extremely Extremely Deep Better	Absolute All-Inclusive Authentic Authoritative Authority Backed Bona fide Complete Comprehensive Conclusive Definitive Document Expert Final Formula Genuine Guaranteed Honest Iron-clad Legitimate Literally Official Powerful Proven Psychological Reliable Report Research Results Solution Strategy Studies Sure-fire Validate Masterclass	Admit Breaking Confess Divulge Elite Emerging First Hidden Insider Little-known New Popular Priceless Rare Release Reveal Secret Sly Sneak-peek Sneaky Special Stealthy Truth Unadulterated Unconventional Uncovered Undercover Underused Unique Unseen Untapped Worst	Absurd Achieve Awkward Blunder Clueless Cringeworthy Dumb Fail Fail-Proof Failure Faux Pas Fool Foolish Idiot Lame Last Mediocre Mistake Obvious Pitiful Reject Rookie Ruin Senseless Shameful Silly Stupid Success Threaten Triggers Survive Unknowingly Useless Waste	Accuse Assault Beware Broke Catastrophe Caution Cheat Dangerous Diagnosed Dirty Emergency Ethical Exactly Fierce Hoax Horror Jeopardy Lifetime Protect Provoke Punch Recession-proof Sacred Safe Scam Scared Shaking Signs Survive Terrifying Unstoppable Belong Promise Stop
Heart-warming Inspiring Profound Zen Alive Light Healthy	Captive Genius Memorable Unforgettable Unpopular Impressive Embarrassing	IMPATIENCE Amp Blast Ignite Jumpstart Kickstart Launch Quick-start Speedy Supercharge Turbo-charge Smuggle	HUMOUR Funniest Hilarious Laugh Ridiculous	Adorable Awe-Inspiring Beautiful Breath-taking Dazzling Gorgeous Stunning Swoon Swoon-worthy	Adorable Awe-Inspiring Beautiful Breath-taking Dazzling Gorgeous Stunning Swoon Swoon-worthy	BEAUTY Adorable Awe-Inspiring Beautiful Breath-taking Dazzling Gorgeous Stunning Swoon Swoon-worthy	PRESTIGE Expensive Glamorous Luxurious	BEAUTY Adorable Awe-Inspiring Beautiful Breath-taking Dazzling Gorgeous Stunning Swoon Swoon-worthy	GRAVITY Gargantuan Gigantic Huge Intense Massive Gripping Goddam Seriously

Power words crank up your marketing effectiveness by:

- **Evoking emotion:** People connect to emotion, not words. Studies show that content that elicits emotion (anxiety, amusement) is more likely to be shared than those that aren't "emotionally charged." Power words are key to evoking these "high arousal" emotions. Examples include words like "Instantly", "Mistakes", and "Hilarious".
- **Triggering curiosity:** Curiosity may have killed the cat, but it makes the marketer's life easy. Research found curiosity to be one of the most powerful triggers for virality. Since we have a hard time resisting our curiosity, strategic use of power words makes it almost impossible for us not to click, share, and read. Power words that trigger curiosity include words such as "Reveals", "Proves", and "Ridiculous".

If you need help getting those creative juices flowing, try out this [blog topic generator](#). By entering up to 5 nouns in the field, you'll get 5 ideas for blog topics but in this case, you can use these as starting points for your course name.

Get even more headline ideas from this [headline generator](#). It's easy to fill out and offers about 10 sample headlines to use. Compare those to your current list, mix and match, and tweak as needed until you come up with your killer course name.

Note: Automation is wonderful to a point but you shouldn't rely on it completely if you want this course to sell like hotcakes. Use these generators as part of your research (and for fun) but be prepared to tweak the results to make it the best.

EXERCISE: Think about how your course will change or transform your students' lives.

What are the benefits of my course?		
What will my students:	BEFORE my course	AFTER my course
HAVE		
FEEL		
KNOW		
WANT / DESIRE		
What Emotion(s) Suits My Course?		Favourite Power Words

7. BETA-TEST WITH YOUR BESTIES

Even if you think you have the perfect name for your course, test it out with some friends and family before you start creating graphics and implementing a full marketing campaign. Remember, just because YOU love the name doesn't mean your target audience will love it. And who is this course for? Right, your target audience.

Who should you ask for opinions? That choice is up to you but there are a few groups of people who will give you different results.

1. Friends and family

These people will likely give you encouragement that your course name sounds great, but if you want to dig deeper than just whether they like it or not. Ask them specific questions, like...

“Who do you think is the ideal student for this course?”

“Does this name evoke emotion? If so, how did it make you feel?”

2. Business peers

These other business owners are in your networking circle in person and online. They will look at your course name with a business eye that is more critical than your friends and family. They will also likely give you more constructive feedback and suggestions, especially if they have experience with this type of product creation.

3. Your target audience

Create a short poll for your target audience and invite them to give you feedback. Your questions can be as simple as, “Which name excites you more, Choice A or Choice B?” Not only are you doing research but you're creating buzz about your new course.

If you're brave, create a Facebook poll on your business page, within your group, or within other groups in which you participate (provided it doesn't go against group rules) and see which name gets the most votes. Sometimes we need that outside input when we're so close to the project ourselves.

Also consider running a beta test for the whole course once you're done tweaking your course name. A beta test is simply a test run of the entire process, from making the purchase of the course to accessing the lessons.

Consider asking a couple of business peers or friends to run the process for you in exchange for feedback about any problems they encounter or questions they have specifically about the content.

A few lucky people in your target market can also serve as beta testers by going through the whole course and providing feedback. Some beta groups receive the course for free while others pay a lower fee to participate. That choice is completely up to you and may depend on who your target market is.

Whatever feedback you receive, use it wisely to make adjustments to the course and / or the name. Your reputation depends upon you presenting a killer product so listen to your market and make it the best.

Exercise: Make a plan of who will be your beta testers and how you'll solicit feedback.

Which names are my favorites?	
1. 2. 3.	
Who will I ask for feedback?	How will I ask for feedback?
1. 2. 3. 4. 5.	<ul style="list-style-type: none"> Survey (SurveyMonkey.com) Facebook poll on business page Email my list asking questions or link to survey Create my own in-person focus group
Beta Testers for My Course	
Who will I ask for feedback?	How will I ask for feedback?
1. 2. 3. 4. 5.	<ul style="list-style-type: none"> Survey (SurveyMonkey.com) Facebook poll on business page Email my list asking questions or link to survey Create my own in-person focus group Set a deadline!

Simple Thank You Gift Ideas

Consider offering a simple thank you gift for participating in your survey or focus group. Don't over think it and don't make it so large or expensive (such as a big discount on packages) that you lose money.

- 1.
- 2.
- 3.
- 4.
- 5.

Feedback Results

Group 1		Specific Comments	
Who is in this group?			
Group 2		Specific Comments	
Who is in this group?			

SURVEY RESULTS

Take note of all the responses, even negative feedback. Use all these results to tweak your course and its name as needed.

8. DESIGNING YOUR POSITIONING STATEMENT

It's time to become really clear on the business you're really in by creating your positioning statement.

Here are some questions to ask yourself after you have created your positioning statement:

- Is it ultra-specific in all its promises?
- Does it promise an exact outcome to my prospect?
- Is it different from what anyone else is promising in my niche?

The single biggest mistake everyone makes in writing their Positioning Statement is not being specific enough. You must be SPECIFIC in every way possible.

If you stay too generic, you won't create the wow factor that gets you noticed in a sea of competition. Be specific – get noticed. For example:

POOR: I help people feel better and more empowered.

GREAT: I help females between 35-55 find their life's purpose in as little as 30 days.

POOR: I help people find their happiness.

GREAT: We help women between 40 and 60 years of age to awaken their inner values and create an exciting future for themselves in as little as 7-days.

Feel the difference?

In order to create your positioning statement, picture yourself talking to a stranger who asks you the following questions and then answer them in the way you would in conversation.

Exercise: Design your positioning statement

Your Positioning Statement	
<p>1. What do you do?</p>	<p>I help _____ (your niche market) to (the result you help them achieve)</p> <hr/> <hr/> <p>E.g. <i>I help coaches and consultants to get all the \$3,000 to \$10,000 clients they want, working only 10hours a week</i></p> <p>e.g. <i>I help moms over 40 to achieve their target weight, get their body back and add at least 10 years to their life</i></p>
<p>2. How do you do that?</p>	<p>I do this through my _____ (name of your program)</p> <p>e.g. <i>I do this through my Invisible to Invincible Program.</i></p> <p>e.g. <i>I do this through my Yummy Mummy Program.</i></p>

<p>3. What is that?</p>	<p>It's a ____-step system that I designed to (describe the problems it solves)</p> <hr/> <p>No more (describe a pain point)</p> <hr/> <p>No more (describe a pain point)</p> <hr/> <p>Just (describe the simple alternative)</p> <hr/> <hr/> <p>Best part is (describe 2 reasons why it's easy)</p> <hr/> <hr/> <p>e.g. It's a 3-step system that I designed to double your income while giving you your life back. No more chasing clients every month. No more being paid for your time. Just turn on the system and it brings you all the business you need. The best part is, it's simple and only takes 6 weeks to complete.</p> <p>e.g. It's a 5-step system that I designed to work in with your busy lifestyle whilst helping you lose weight 24 hours a day. No more crash dieting. No more guilt about cheating. Just allow your body to naturally get back to the shape it was by giving it the energy it needs to do that. Best part is, it's simple and only takes 8 easy weeks to complete.</p>
-------------------------	--

<p>4. How does that work?</p>	<p>How it works is that instead of (the old way of doing things)</p> <hr/> <hr/> <p>I show you (your new way of doing things)</p> <hr/> <hr/> <p>This (insert benefit for prospect)</p> <hr style="border: 1px solid black;"/> <p>Plus (insert additional benefit)</p> <hr/> <p>And (insert what won't be sacrificed in the process)</p> <hr/> <hr/> <p><i>e.g. How it works is that instead of you coaching clients one-to-one, I show you how to work one-to-many. This frees up your time. Plus it means there's no limit to the amount of money you can earn. And your clients still get the great results they were before.</i></p> <p><i>e.g. How it works it that instead of beating yourself up at the gym, limiting the foods you love and feeling guilty if you have a bad day, I show you how you can get your body back in only 10 minutes a day - without feeling hungry and without it feeling like a chore. This makes it easier than any other method. Plus it's faster too. And you won't feel like you're starving yourself day and night.</i></p>
-------------------------------	--

<p>5. Who do you work with?</p>	<p>I work only with (describe the type of person you work with)</p> <hr/> <p>e.g. <i>I work only with</i> people who are willing to learn and change their approach; who will follow a proven system; and take responsibility for their success.</p> <p>e.g. <i>I work only with</i> moms over 40 who are willing to make time for themselves; are open to changing their habits; and take full responsibility for their outcome.</p>
<p>6. How much do you charge?</p>	<p>In exchange for helping my clients achieve this transformation, my fee is (choose the fee you that you believe the result is worth): \$_____ and I will enroll at least (number of clients) _____ clients per month.</p> <p>e.g. <i>In exchange for helping my clients achieve this transformation my fee is \$9,997 and I will enroll at least 10 clients per month.</i></p> <p>e.g. <i>In exchange for helping my clients achieve this transformation my fee is \$2,997 and I will enroll at least 5 clients per month.</i></p> <p>Now put it all together to create your Positioning Statement.</p>

Once you've finalised your Positioning Statement, read it every single morning. It should become your guide for nearly every interaction you have, from your marketing to your networking, from your conversations to your interviews. It pays to know exactly what your position in the market is, and it will give you great confidence in what you do.

MY POSITIONING STATEMENT

Example Positioning Statement

I help moms over 40 to lose the weight they want, get their body back and add at least 10-years to their life. I do this through my Yummy Mummy Program.

It's a 5-step system that I've designed to work in with your busy lifestyle while helping you lose weight 24-hours a day. No more crash dieting. No more cheating. Just allow your body to naturally get back to the shape it was by giving it the energy it needs to do that. Best part is, it's simple and only takes around 8 easy weeks to complete.

How it works it that instead of beating yourself up at the gym, limiting the foods you love and feeling guilty if you have a bad day, I show you how you can get your body back in only 10-minutes a day without feeling hungry and without it feeling like a chore.

This makes it easier than any other method. Plus it's faster too. And you won't feel like you're starving yourself day and night.

I work only with mums over 40 who are willing to make time for themselves; open to changing their habits; and take full responsibility for their outcome.

In exchange for helping my clients achieve this transformation my fee is \$2,997 and I enroll at least 5 clients per month.

Congratulations!

You should now have clarity on the name and course you will be teaching.
The next step is to start developing the course. For tools and course on
how to build and automate your courses, please visit
www.angelasedran.com.

Here's to your success!