

Course Creator

ENCHANTING OFFER

UNLOCK THE
SECRETS

CLASSIFIED

SUCCESS ACTIVATION
DHARMA RESEARCH
ENCHANTING OFFER
ADVENTURE CURRICULUM
HERO SESSIONS
JOYFUL RECORDING
EDITING + POLISHING
PROMOTION + SALES YAY!

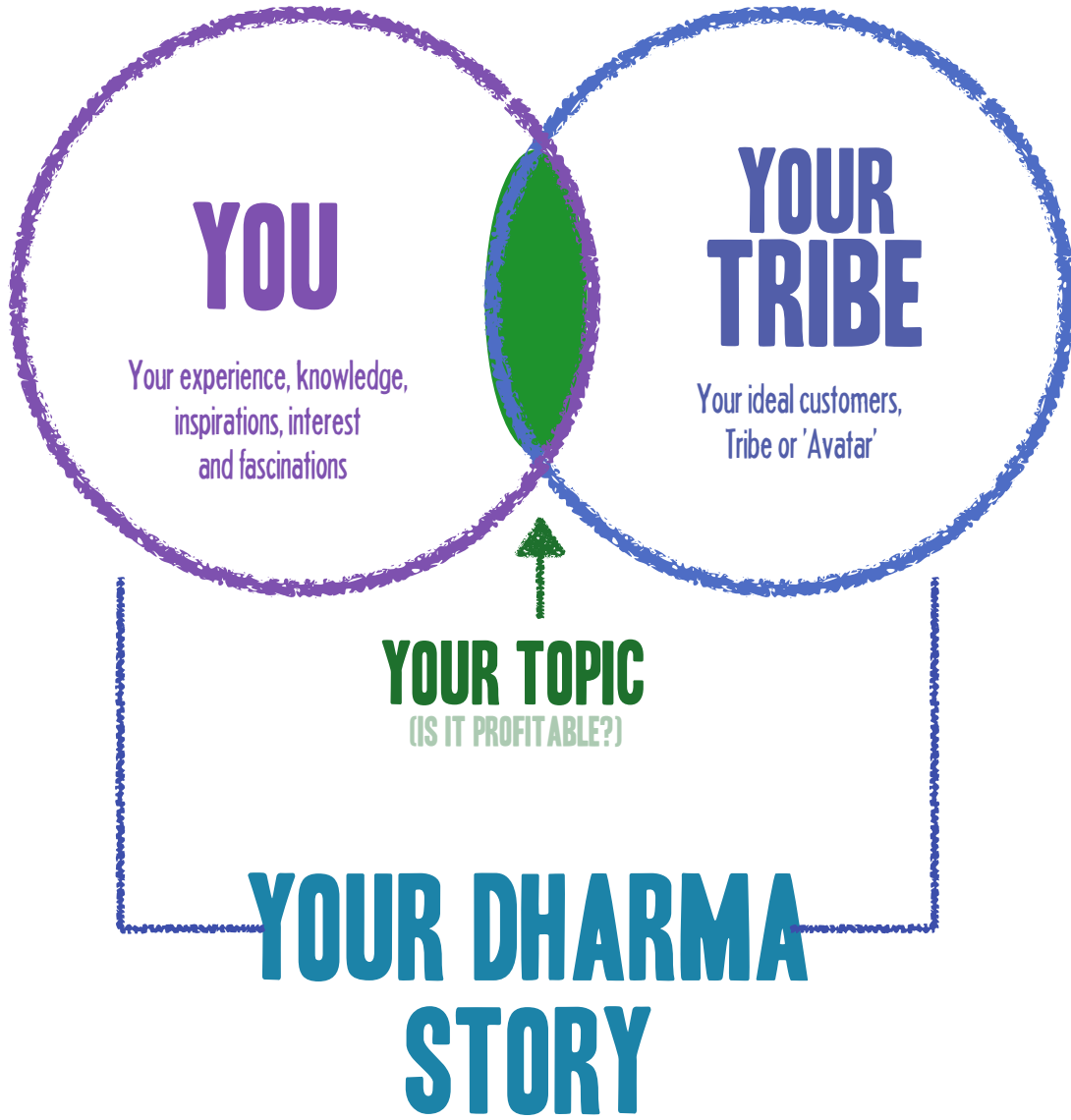
ENCHANTING OFFER

Your Mission is to..

1. Refine your topic so it's extremely clear, specific and speaks directly to the need of your avatar (if you do this, your offer will be enchanting)
2. Make sure this topic / product can lead to other products and related topics
3. Consider WHERE you will sell / feature your product (what platform?)
4. Create a draft sales page (V1) that shares:
 - The NAME of your course / product
 - WHO your offer is for
 - Your STORY
 - What it helps them OVERCOME (pains & frustrations)
 - What it helps them ACHIEVE (goals & dreams)
 - WHY you care about them and this topic
 - The FORMAT of your product (audio / video / live / written etc.)(and a couple other things)

By doing this you'll be ready to create your product quickly and easily!

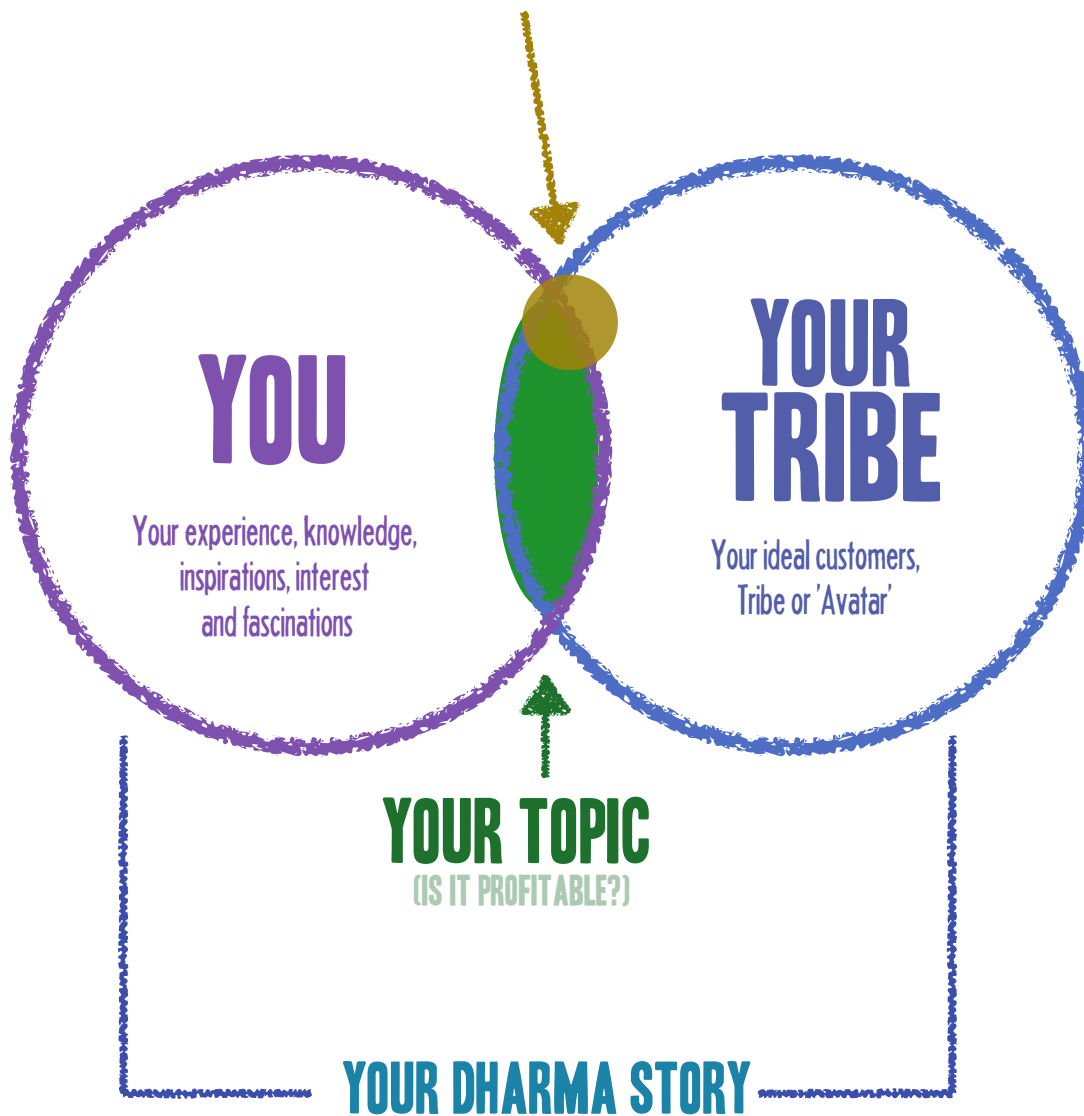
Course Creator



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YOUR GOLDEN "GATEWAY" TOPIC

THE SMALLER, MORE SPECIFIC NEED WITHIN YOUR BIGGER TOPIC THAT YOUR TRIBE NEEDS MOST RIGHT NOW



1. FINDING THE GOLD

THE 5 CORE FEATURES OF A GREAT INITIAL PRODUCT

1. IS IT SIMPLE & NICHE ENOUGH?

Is your offer helping your avatar achieve ONE SPECIFIC THING?

Is it extremely clear what problem you are solving (or goal you help them achieve)?

Is this topic a NICHE NEED INSIDE A TOP 3 NEED?

(Is it a 2nd or 3rd level topic inside a big topic, a niche inside a niche)?

Are you tapping into an unmet need within an existing hungry market?

Is your offer clearly designed for a sub group inside your group/tribe?

2. WILL IT POP? (Proof of Profit)

Is there really a market for this idea?

Where is your proof that your avatar will BUY this? Does anyone else offer something like it?

Do people buy a general version of this topic and need help specifically with this one main aspect?

If you are part of your market, is this something YOU would have bought?

3. CAN YOU BE "THE EXPERT"?

By you sharing about this specific topic, will people see you as an expert?

What about your experience makes you an expert in this area?

4. IS THIS OFFER A GATEWAY TO THE KINGDOM?

Will this product lead to other products, courses, coaching you have?

If they buy this, are they also likely to be interested in the other things you teach?

5. FAST! CAN YOU CREATE THIS PRODUCT IN 30 DAYS OR LESS?

What is your preferred medium of communication? (Eg. Written, video, audio, live calls)

Could you use your preferred communication to create this in 30-40 day?

Is the topic of this offer simple enough to create the core info in 30-40 days?

MY GOLDEN 'GATEWAY' TOPIC

1. IT IS SIMPLE & NICHE
2. IT POPS (I have Proof of Profit)
3. I CAN BE "THE EXPERT"
4. THIS OFFER IS A "GATEWAY TO THE KINGDOM"
5. I CAN CREATE THIS PRODUCT EASILY & QUICKLY (IN 30 DAYS OR LESS)

WHO IS IT FOR?

YOUR AVATAR

Be super clear about who specifically this is for (a sub group within your tribe who is especially motivated to buy your course).

This course / product is for you if . . .

Describe exactly the perfect customer and what they want. This is essential. Imagine talking to just ONE person.

- You want...
- You've tried x and failed
- You're ready for
- You want to achieve _____ without _____

This is NOT for you if . . .

(Who do you not want to buy this course!)

- You are not willing to do the work and take action
- You want _____ but are not willing to do _____ to get it
-

WHAT IS YOUR COURSE ABOUT

THE ESSENCE OF YOUR COURSE

"This course helps(who) go from (problem) to (solution)"

This course helps (who)

Go from (problem)

To (solution)

TITLE & SUBTITLE

CREATE A DRAFT TITLE FOR YOUR COURSE

TITLE:

Considerations: Is it CLEAR (does it share the benefit)? No need to be fancy - be clear.
Does it have alliteration? Does it make sense?

SUBTITLE:

This is where you clarify in more detail the benefits and value of doing the course.

NEED HELP? If you have no idea, then go to [amazon.com](https://www.amazon.com) and look at various books in your niche. Copy and paste all the titles and subtitles and create your own based on your research.

WHY YOU CARE

I care about this because . . .

What is your STORY?

WHY is this truly important to you?

Tell them your deeper motivations (they are curious).

Why do you care about THEM?

What have you gone through to get where you are now, and are inspired to share with them?

Why do you care about this topic?

FREEDOM FROM . . .

WHAT PROBLEMS WILL YOU OVERCOME / SOLVE BY DOING THIS COURSE?

[NOTE: If you've connected with people directly, use the words they actually use to fill in these bullets. Use trigger words / emotional hot button words.]

By applying the things in this course you will . . .

What are the immediate forms of relief they will feel and experience (what will be better right away)? NOTE: People are twice as likely to want to move away from pain than towards pleasure. Pain aversion is a very powerful motivator.

What specific issues, problems or suffering will be reduced or removed?

How will they feel better? How will their health, relationships and lifestyle be improved?

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-

Far reaching relief (what will be better in the future)

What specific issues, problems or suffering will be reduced or removed?

How will they feel better? How will their health, relationships and lifestyle be improved?

-
-
-
-
-
-

POSITIVE BENEFITS

WHAT ARE THE BENEFITS / RESULTS OF DOING THIS COURSE?

By doing this course you can expect:

Or

By doing this course, here are the things I hope you will experience:

[If you've connected with people directly, use the words they actually use to fill in these bullets.] Use **trigger words** / **emotional hot button words**.

What are the immediate benefits (what will be better right away)

How will they feel better? How will their health, relationships and lifestyle be improved?

- How to overcome _____ in _____ days/minutes/seconds
- The ___ (#) secrets to _____
- How to get more _____ without _____
- Why _____ is wrong and what you need to know to easily _____
- The ___ things you've never been told about _____
- The #1 _____
- The _____ mistakes _____ that can cost you _____
- ___ secrets learned from _____ to help you get _____
- How to learn about _____ before _____.
- How and when _____ can fool you... and _____ without _____
- The two famous _____ that, taken together, can give you _____
- A simple way to prevent _____

Far reaching benefits (what will be better in the future)

How will they feel better? How will their health, relationships and lifestyle be improved?

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-
-

YOUR (DRAFT) ENCHANTING OFFER

PUTTING IT ALL TOGETHER - YOUR DRAFT SALES PAGE

As you create this, imagine your avatar clearly in your mind (or put a photo of them on the top of your laptop. As you write this, imagine you are writing directly to this ONE person who has a need. Use the words and ways of speaking that she/he will resonate with most. No need to be 'salesy' just be real and share from an authentic place. You can use some of the suggestions and templates below or try new ones if you prefer.

NOTE YOU CAN GET AN ONLINE VERSION OF THIS DOCUMENT [CLICK HERE](#)

TITLE & SUBTITLE

Your title will ideally speak to a clear need and desire your avatar has right now.

How to overcome _____ and get _____

A simple way to prevent _____ and achieve _____

YOUR (DRAFT) ENCHANTING OFFER

PUTTING IT ALL TOGETHER - YOUR DRAFT SALES PAGE

WHO IS THIS COURSE FOR?

Describe your perfect avatar

This is for you if...

- You want...
- You've tried x and failed
- You're ready for

This is NOT for you if...

You don't need to use this unless you want to

-
-
-

WHY I CREATED THIS (Course /product)?

What is your story? WHY is this truly important to you?

Why are these people important to you?

I created this course because....

YOUR (DRAFT) ENCHANTING OFFER

PUTTING IT ALL TOGETHER - YOUR DRAFT SALES PAGE

What Problems Will This Course Overcome?

What are all the things in their life that they want to avoid and overcome? What fears and frustrations do they have? What do they want to escape?

By doing this course you can...

Overcome....

Break free from...

Finally release...

What Results Can You Expect By Applying This?

Consider all the positive benefits of doing this. Consider both immediate benefits and far reaching benefits. What do they want to be experience? Who do they want to become? Paint the picture in their minds using words they relate to.

By doing this course you can expect...

By doing this course, here are the things I hope you will experience...

YOUR (DRAFT) ENCHANTING OFFER

PUTTING IT ALL TOGETHER - YOUR DRAFT SALES PAGE

Some ideas for headlines & bullet points

How to overcome _____ and get _____

How to overcome _____ in _____ days/minutes/seconds

The _____ secrets to _____

How to get more _____ without _____

Why _____ is wrong and what you need to know to easily _____

The _____ things you've not been told about _____

The #1 _____

The _____ mistakes about _____ that can cost you _____

_____ secrets learned from _____ to help you get _____

Why some _____ are given _____ . This little known information could save your life.

How to learn about _____ before _____.

How and when _____ can fool you... and _____ without _____

The two famous _____ that, taken together, can give you _____

A simple way to prevent _____

How to overcome _____ in _____ days/minutes/seconds

The _____ secrets to _____

How to get more _____ without _____

Why _____ is wrong and what you need to know to easily _____

The _____ things you've not been told about _____

This _____ (audio/video/course) is different from anything else you've ever heard because _____.