Money Making Program Blueprint

My Pilot Program Checklist

Use this checklist in 2 ways. First, use it as a guide as you are working on your program to make sure you are covering all of the important elements. Second, rate each of the areas on the scale of 0 – 10 (0=Weak, 10=Awesome), and focus on the "weaker" areas.

- ☐ ___ My program solves a specific problem
- ☐ ___ There is a need for the solution that my program provides
- ☐ ___ I know my target audience
- ☐ ___ I feel comfortable with the topic I chose
- ☐ ___ People will get specific and tangible results after completing my program
- ☐ ___ I know what to offer as the next step when this program ends
- ☐ ___ I am creating content for my program in a way that would allow me to offer this program in an evergreen format.
- ☐ ___ I am collecting testimonials, facts and success stories from the pilot participants.

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Details for my program:

- ☐ ___ Title and tagline (optional)
- ☐ ___ Description
- ☐ ___ Start date
- ☐ ___ Promotion period
- ☐ ___ Desired number of participants in the pilot program
- ☐ ___ Regular price
- ☐ ___ Pilot/introductory price
- ☐ ___ The length of the program
- ☐ ___ Content delivery format
- ☐ ___ Interaction format
- ☐ ___ Technology, software, programs and equipment (to collect money, send group emails, record audio/video content, store files, hold group calls, host discussions, etc..)
- ☐ ___ Guarantee policy
- ☐ ___ Bonuses
- ☐ ___ Ways to promote the program

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