

My 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=Strong), 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 will be 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
- ___ Promotional 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
- ___ Guarantee policy
- ___ Bonuses
- ___ Ways to promote the program