

# My Program Checklist

*Use this checklist 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.

## Details for my program:

- \_\_\_ Title and tagline (optional)
- \_\_\_ Promise
- \_\_\_ 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