Profitable Program Plan

New Idea

LIVE PILOT

Changing directions?

"Perfect Pilot" (finished program)

Needs fine-tuning? "Pilot 2.0"

Uplevel

Run it LIVE again!

Still needs work?

It's great!

Uplevel

Want to offer it LIVE again?

YES!

No

Scale and Leverage

Uplevel Options

☐ Sales page

☐ Lead generation funnel

☐ Sales funnel

☐ Membership site

☐ Bonuses

☐ Upsells
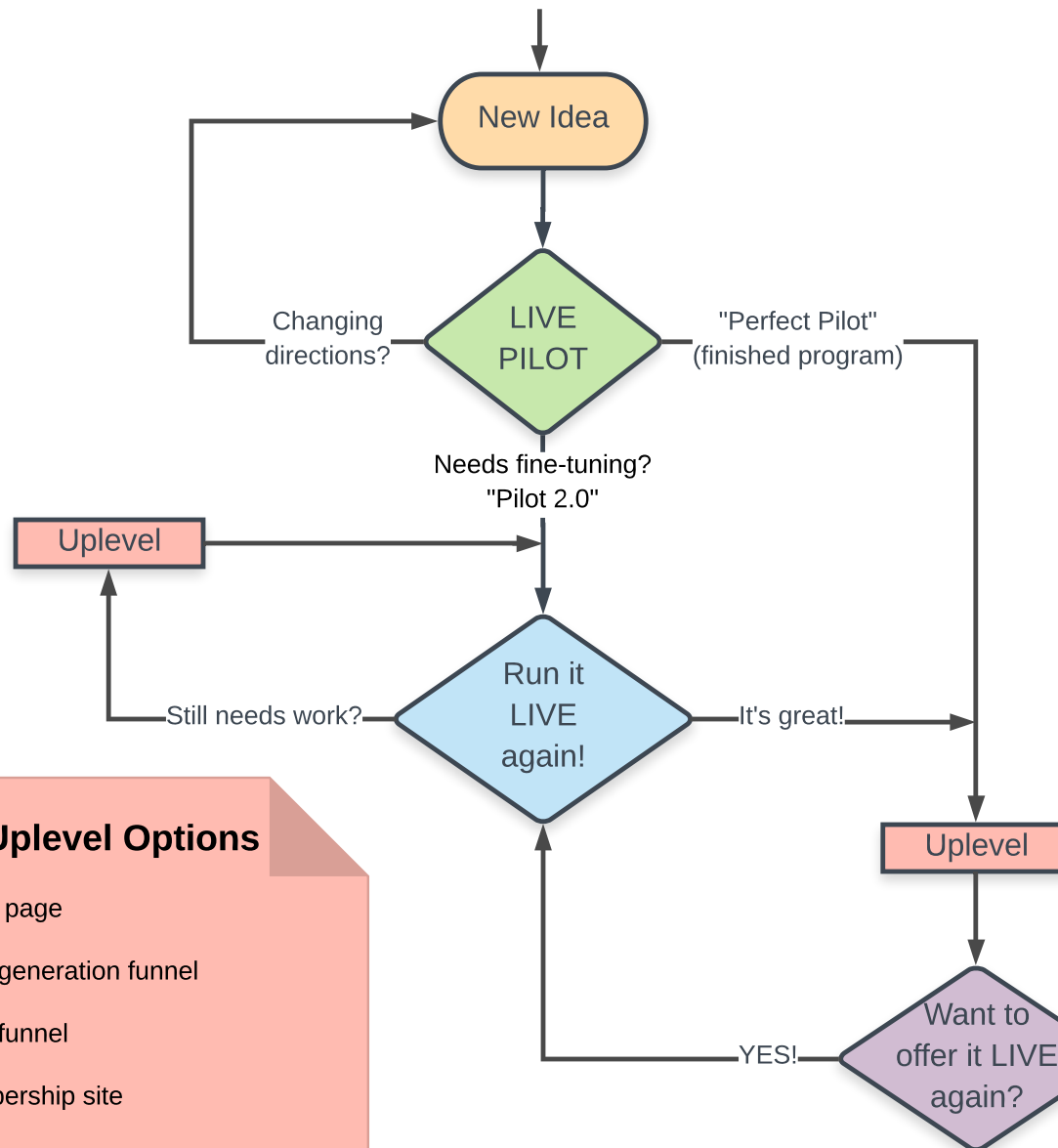
Scale and Leverage

☐ Make it evergreen (delivery and/or marketing)

☐ Create a high-ticket offer based on your program (event, retreat, mastermind, 1-1 coaching, group coaching, VIP days, etc...)

☐ Offer it as a bonus with other programs

☐ Make it a part of a membership subscription offer

☐ Hire coaches/facilitators to teach it

☐ Make it accredited

☐ Certify others in your method

☐ License it for others to teach/sell