Easy Program Launch Blueprint Workshop

Preparation Form

1) **The name of your online program** (please choose ONE specific program to focus on in the workshop):

2) **How many times have you launched this program** before?

3) **What worked well** for you in your past launches? *(For example: emails, referrals, social media posts, personal outreach, etc…)*

4) The **specific ideal audience** for this program. Include special characteristics that your ideal client has (gender, income, location, marital status, education, lifestyle, life experiences, goals, behaviors, values, personality traits, hobbies, interests, etc…)

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5) What are your ideal client's **biggest struggles and challenges**?

6) **What frustrates them most** about their current situation?

7) What's **ONE thing they want the most right now**?

8) What **top-of-mind problem** are you solving for your ideal clients *(the one they are already aware of)?*

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9) How would your clients **describe this problem** in their own words?

10) What's the **overall promise** of your program. What will your participants walk away with? What tangible result or transformation will they experience?

11) What **SPECIFIC solution** does your program provide? How is it unique?

12) **What objections would you ideal clients have** to purchasing your program? *(list at least 3 beyond "time" or "money")*

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13) What **misconceptions** might your ideal clients have about the topic of your program or your solution?

14) What **common mistakes** might your ideal clients be making around the topic of your program?

15) What **testimonials** do you have from people who have gone through your program (or followed your process)?

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16) **Why do you consider yourself an expert** in providing this solution? (Degrees, certifications, work expertise, background, past client results, personal experience, etc…)

17) What other resources show your **credibility** on this subject? (Books, interviews, podcasts, videos, etc..)

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