



MODULE 2

GETTING CLEAR

LAUNCH GOAL SETTING

Competing products price range: _____

(this shouldn't dictate your pricing, it's just useful to know what else is out there)

Your Initial Pricing: _____

Payment plans: _____

Minimum # sold to be happy: _____

Stretch goal: _____

WHAT SETS YOUR PRODUCT APART

Write down the name of 3 similar or competing products, and assess each one on a few different continuums.

YOUR PRODUCT'S FUTURE

Where do you see your product going in the next year? Will you be re-launching, and are you building this for the long term? How does it fit into your business model?

CUSTOMER MEDIUMSHIP EXERCISE

Simply assume that you are that person. You are feeling what he feels, seeing what he sees, remembering what he remembers, looking toward the future with his expectations.

You are this person. Don't wait for this to occur. Assume that it has already happened and that anything you experiencing in any way is being experienced as the person you have chosen.

There is no "is this really me", you are the target.

1. What's the painful reason why someone is looking for the solutions you're offering?

2. What's the most optimistic reason why someone wants what you have to offer?

3. What do they want?

Desire or problem	Why do they want it solved?	Why?	Why?

- What would it be worth to someone to have this problem solved for them?
- What's the value for them in their life?

PROGRAM CURRICULUM

1. Start by writing down the bare minimum you'd need to include to get people the results they're looking for.

2. Brainstorm everything else, and start to shape your curriculum.

BRAINSTORMING A NAME

1. Pull together a list of words that relate to the outcome, benefits, or results people want from your program.
2. Brainstorm specific names that could work for your program.