

Package Your Signature Course

CURRICULUM



Curriculum

Orientation Week	Laying the Foundation	<ol style="list-style-type: none"> 1. Sharon's Intro 2. What's a Signature Course 3. What We'll be Covering 4. Strategic Review Prep 	
Week 1	Launching & Pricing	<ol style="list-style-type: none"> 1. Week 1 Introduction 2. The Psychology of Launching 3. Launch vs Evergreen 4. The Profit Matrix 5. Charging Premium Prices 	<ol style="list-style-type: none"> 6. Week 1 Homework
Week 2	Mindset & Outcomes	<ol style="list-style-type: none"> 1. Week 2 Introduction 2. Your Mindset 3. Outcomes for You 4. Outcomes for Clients 5. Integrating Outcomes 	<ol style="list-style-type: none"> 6. Week 2 Homework
Week 3	Course Basics	<ol style="list-style-type: none"> 1. Week 3 Introduction 2. Learning Modalities 3. How to Structure Content 4. Components to Include 5. Different Course Structures 	<ol style="list-style-type: none"> 6. Week 3 Homework
Week 4	Ideas & Content Creation	<ol style="list-style-type: none"> 1. Week 4 Introduction 2. How to Come Up With Ideas 3. Refining Your Idea 4. Competitive Research 5. How to Rapidly Create Content 	<ol style="list-style-type: none"> 6. Do It Live Content Creation 7. Week 4 Homework 8. Bonus: Product Creation Series
Week 5	Designing Your Course	<ol style="list-style-type: none"> 1. Week 5 Introduction 2. Developing Your Outline 3. Tripwires and Upsells 4. What Bonuses to Consider 5. How to Price Your Program 	<ol style="list-style-type: none"> 6. Defining Your Program Policies 7. Putting Your Offer Together 8. Week 5 Homework
Week 6	Finding Your Voice	<ol style="list-style-type: none"> 1. Week 6 Introduction 2. Using Alter Egos 3. Languaging & Terminology 4. Naming Your Program 5. Basics of Copy 	<ol style="list-style-type: none"> 6. Basics of Writing Online 7. Creating a Branding Board 8. Templates You'll Want 9. Week 6 Homework