

CHECKLIST

How To Tell If Your Program Will Be Wildly Successful

- 1** | You know exactly **WHO** your prospects are. You have a very clear description of your dream client avatar and you have named them!
- 2** | You know exactly what your audience **WANTS**. You have researched their dreams and deepest desires. Your program is designed based on your thorough research & understanding.
- 3** | You know **WHERE** your audience is 'hanging out' and you can affordably reach them.
- 4** | Your program delivers **WHAT** your dream client really wants – NOT what you think they need. It's going to take them from where they are now to where they want to be in the future.
- 5** | You are clear on the **PROBLEM** your program will solve. You're clear on the transformations or outcomes your clients will have after they have completed your program.
- 6** | Your course fulfills a need in the market and you know how to clearly demonstrate how you will fill that need. You've pinpointed the messaging that is going to speak to your dream client.
- 7** | You are comfortable and confident **ASKING** for the price of your program and you know how to show the value you're offering.

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- 8** | You can demonstrate to your audience how you can deliver on what your program promises, even if you have no track record or testimonials.
- 9** | You have proof that your audience is willing to buy your offerings.
- 10** | You've set the price at a level that works for your clients and also works for you and your business model.
- 11** | You know how to maximize the perceived value of what you are selling so that you can avoid price objections (i.e. value stack).
- 12** | You have a results-based title or solution-focused name for your program that is irresistible to your dream client.
- 13** | Your program is designed so that it gets results and exceeds your client expectations. Your program takes your customers from where they are now to where they want to be.
- 14** | You've already tested your offering on a smaller scale with positive results. You know how to reach and sell to your market – you have a solid and validated, simple marketing plan.
- 15** | You're delivering and selling your program aligned with your Entrepreneurial DNA.