

Life Changing Courses

BUILD & LEAD SOUGHT AFTER PROGRAMS THAT CREATE GLOWING FANS

Your Solution + Method

Mapping Your Solution + Method

Draft #1

Identify each step of the journey along the way. If it helps to start with where your Hero is beginning your course, and write down step by step until the end of the course, great! However, if it's more helpful to simply brainstorm different steps out of order first, that's great too! On this first draft, be willing to be messy, be willing to write down "unformed" ideas or things you're not sure of.



Draft #2

Now, play with each of your steps and put them into an order that makes sense to you. For courses with a lot of steps, I find it helpful to use small post-it notes that you can move around. Remember to have fun!

Draft #3

For each step that you map out, ask the following questions, and adjust steps as needed:

- Why is this step VITAL to my Ideal Client?
- What is the main point/main principle/philosophy behind this stop on the journey?
- What about this step does my ideal client specifically need to know?
- Is this step too challenging or too basic for my Ideal Client? What can I tweak to correct that?
- Are there steps within this step?
- Does this easily connect to the step before?
- Is this on the road to point B or is it an out of the way scenic view?

Draft #4

Once you get through all of the steps:

- Do they connect like a journey? (Take yourself on the journey or visualize an ideal client going through it)
- Is each step vital and necessary?
- Are there any steps or details that are missing?
- Have you included details in each step that will help adapt to different levels?
- Are these steps on your “edge” or do they feel stale to you?
- Do these steps incorporate your brilliances, wisdom, and talents?



Remember: This is a process, and you will likely need a few creative sessions over this week & next to develop your steps. I ALWAYS have at least 2-3 sittings for any curriculum I create:

- ✓ Schedule in enough time to give yourself creative space for this.
- ✓ Don't get frustrated or apply Perfection; have fun!
- ✓ Keep on coming back to your Ideal Client and the experience and journey you are taking them on.
- ✓ Always look for the details underneath and in between the details; that's where some of the gold of your thought leadership lies.