How to Build Out A Course Outline & Offer

When you're building out your course outline, you have to think of everything in sequential steps.

How can I take someone from who knows nothing about what I'm teaching them, and put it in the best order for them to get success.

The Offer in a Nutshell

If you had to give someone your offer in a nutshell, this is what it would be. This allows people to understand exactly what they're getting and your sales team to actually sell it better.

Example:

Client Accelerators Consulting:

One-on-One Consultation Call with Mike - to review your current business, identify your 'Perfect Client, and gameplan your offers and marketing.

8 Weeks of Live Group Coaching - covering everything that you need to create & launch a sales funnel that converts cold prospects into high paying clients.

Access to the Client Accelerators Member's Area - Including archival trainings, PDF Guides, Powerpoint templates, best-selling case studies, and resources to get you off to the fastest start possible, as well as additional training programs created by Mike and his team for the tools that you'll be using most in your business.

1 on 1 Coaching Via Voxer: Whenever you have questions that are specifically for Mike, you can Voxer him and get an answer the same day.

Access to the Client Accelerators Facebook Group - connect with Mike, Saajan, Harras and the rest of the team, so you can get your questions answered quick, and post whenever you want.

Exclusive access to Mike's own "Client Accelerators" Team - available to YOU personally:

- **Saajan** will meet with you with any techie setup stuff, including:

- ○ Clickfunnels questions
- ○ Landing page setup
- ○ Integration stuff
- ○ Merchant account
- ○ Ad Copy
- **Harras** will work with you on your Facebook Ads
- And of course, **Mike** will be there to help you with marketing and high-level strategy

How to Actually Build It Out

Decide how many weeks you're going to have in your course / consulting, then lay it out like so…

Client Accelerators -- Core Training Outline:

Week 1: Mapping Out Your Funnel, Profit Simulation, & Perfect Client Avatars
Week 2: Creating Your High Ticket Services / Offers
Week 3: Organic Sales Mastery
Week 4: Copy Brief & Video Sales Letter Creation
Week 5: How To Plan, Launch, & Optimize Your Facebook Ads
Week 6: How To Close Sales Over The Phone & Sales Scripting
Week 7: Email Sequences & Copywriting
Week 8: Retargeting & Creating Omnipresence Through YouTube & Google Ads
Week 9: How to Build a Team, Leverage Your Time, and Scale Your Profits
Week 10: Product Creation, Fulfillment & Delivery

Go Deep In Each Module On What They Will Learn

You will then dive deep into each module, on exactly what they're going to learn..

So it might look something like this:

Week 1: **Mapping Out Your Funnel, Profit Simulation, & Perfect Client Avatar**

- Step 1: Mapping out your funnel using Geru.com and using different scenarios to see bad, average, and great metrics

- Video Training

    - We will go over Geru.com and how it actually works. We will build out a funnel on the screen live. We will show them what bad, average, and great metrics actually look like. We will then go into different scenarios and how they should be planning to hit their different numbers

- PDF

- Slides

- Step 2: Understanding your 'Perfect Client'

    - Video Training

    - PDF

    - Slides

- Step 3: Researching Your Perfect Client

    - Video Training

    - PDF

    - Slides

- Step 4: Understanding the other Competitors in the Marketplace & Their Offers

    - Video Training

    - PDF

    - Slides

Modules

For your first module, what's the 1st thing they absolutely have to start with to be successful?

In our case it's knowing the metrics they're shooting for, picking their "Perfect Client" to go after, and the metrics they need to hit in order to make money.

If they get this wrong, then no amount of ads / sales funnels are going to help them.

What's the first thing your new client has to learn / discover in order to be successful?

Then make that your first module.

Then obviously so on, and so forth.