

content curator

with Sue Bryce

MAP: coaching 1-on-1 / group

A START TO FINISH CHECKLIST FOR
DESIGNING, SELLING AND DELIVERING
YOUR COACHING SERIES

DESIGN

- ☐ **Name/Noun/Verb: Mentor, Educator, Instructor, Coach...Name you**
- ☐ **Name the Coaching Series. Title: Keep it short and SIMPLE**
- ☐ **Content Type: e.g., Business, Money, Self Development, Craft...**
- ☐ **WHAT do you speak about? Be specific e.g., Business - Marketing, Sales, Networking**
- ☐ **Pick an Industry: Clarity. Pick an Audience: Who is it for? Clarity.**
- ☐ **Tagline: Make it strong and descriptive**
- ☐ **Description: What will I learn and why?**
- ☐ **Speaker + Brand Stills: Headshot, PB images, BTS, Onstage, In the wild**
- ☐ **Speaker Bio + 3x3: Write your BIO in your brand voice SSP**
- ☐ **Develop Content (BETA test)**
- ☐ **DESIGN: Homework / Workbooks / Downloadables + auxiliary products**

TECH OR OUTSOURCE

- ☐ **Building a Set for Video/Audio**
- ☐ **Lighting: Natural, Ring, Constant**
- ☐ **Camera: DIY - Production team**
- ☐ **Mic TECH recording**
- ☐ **Video recording**
- ☐ **Video editing**

SELL

- ☐ **Speaker Reel: Dynamic branding video | Event, Workshop BTS / Teaching**
- ☐ **Written + video testimonials (BETA test)**
- ☐ **Sales Video: Talking head with b-roll**
- ☐ **Publish schedule**
- ☐ **Sales Page:** ☐ Title ☐ Tagline ☐ Description ☐ Category ☐ Industry
☐ Speaker Bio ☐ Branding Images ☐ Speaker Reel ☐ Sales Video
☐ Coaching Schedule ☐ Testimonials
- ☐ **Connect your social triangle**
- ☐ **Booking system / email system**
- ☐ **Sales system (refunds)**
- ☐ **Educate - customer support, attendee info / connection / group**

DELIVER

- ☐ **Optional travel / accommodation (if you travel to them or vice versa)**
- ☐ **Record - livestream**
- ☐ **Pricing - include product, ambassadors, affiliates, sponsors, guest instructors**
- ☐ **LEGAL: T + I, sales contract, insurance**
- ☐ **Merch**
- ☐ **Marketing**