



# 6 Important Questions to Help You Build Your Program Launch Content Worksheet

Before you begin to create your launch program and content, you need to answer six questions. These questions will ground you, help you be clear, and will keep you on track as you build out this very important program.

1. Who is my ideal Inner Circle Client?

2. What is their Point A, their starting point? In other words, where are they right now in their emotional being and in reference to their pain point?

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3. What is your offer? What is it ultimately that you are offering? What is your signature program about?

4. What is the BIG, BADASS Promise that you are giving through your signature program? (For example, what is the ultimate result you are promising? What is the ultimate Point B?)

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5. What is the promise you are making through your launch offering? What is this launch program about? What is the quick result you are promising in this short, quick program? (For example, what is the quick or little point b you are taking them to in your presentation?)

6. What are the wake-up calls or 'ah-ha's' that your students need in order to buy into your signature offer? In other words, what do they need to know, think, recognize, see, and feel so that your program becomes the next logical step?

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*Congratulations*  
on completing this worksheet!

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