

10 Questions for Crafting Your Highly Profitable Course, Coaching Group, or Mastermind

These are the 10 guiding questions that I use with my clients to quickly monetize their gifts by launching ultra-high-value programs and offers:

- 1 Who is a specific person you would LOVE to work with, who you know holds you in very high regard, and would be happy to invest to work with you if the opportunity is right?
- 2 Imagine this ideal customer saying that “I’ll pay and do whatever you tell me to, but this is the outcome that I want” – what’s the outcome that they want?
- 3 What will it take (in terms of structure and timeframe) for you to deliver the big, hairy, audacious outcome that your ideal customer desires?
- 4 What price would you need to charge so that you won’t feel the least bit resentful when a needy client reaches out to you for the umpteenth time?
- 5 What unique mechanism(s) might you bring to bear to deliver that outcome?
- 6 What is the natural limit to how many people you could realistically accommodate in your Catalyst Offer?
- 7 How might you structure your offer so as to hold yourself accountable to delivering results, by having some of your own “skin in the game”?
- 8 How might you structure the pricing of your offer so as to create a special and unique urgency for a prospective customer to act now?
- 9 Who do you know (past clients, prospects, networking connections, colleagues, friends of friends, etc.) who might be good candidates for your Catalyst Offer?
- 10 What modality of communication (personal email, phone call, text message, etc.) would feel most natural for your ideal customer to receive from you, so as not to feel like an automated broadcast?

To learn more about how to answer these questions in your business, and rapidly launch your own highly profitable course, coaching group, or mastermind, register for our upcoming workshop at mrse.co/sow