

There's a whole world out there of people that need you to serve them. You are now investing your time and your energy and you are stepping up to be that person and that woman who makes investments like this, who takes her business seriously, who's willing to go on, who is driven, who is ambitious, who is going to make shit happen no matter what. This is focused, fierce and financially free. Here's your host Jenn Scalia. Welcome back to focus theory and financially free. This is your quick bite podcast for online entrepreneurs who want to create wealth and freedom with their business. I'm your host Jen Scalia, success and wealth strategists and you are absolutely in the right place if you're looking for the mindset and strategy to get seen, known and paid online each and every week, each and every Tuesday you will get a short 15 to 20 minute training on how to literally build wealth inside out.

You get a little bit of strategy, a little bit of mindset, and of course a healthy dose of tough love and 100% authentic, raw and real advice on how to navigate the crazy world of entrepreneurship. So today we are diving into one of my favorite topics, which is how to create a program that literally gets people opening up their wallets and running at you with their credit cards. How amazing does that sound? So I'm going to walk you through the process that I go through when I think about creating a new program or a new offer in my business and the things that actually really matter. Because a lot of times we're focused on the things that don't actually matter, that aren't going to get the results and that aren't going to get people taking action on our offers. So I really hope that you enjoy this episode.

If you're thinking about some new offerings or a new program, or even if you're thinking about editing or upgrading or updating a current program that you have, I really feel like you're going to get a lot out of this episode. So let's go ahead and get started. How do you create a program that people are literally dying to get their hands on? What I want to discuss is really some of the fundamentals that I think we forget and we pass right over because we're trying to create something that we think people will buy that comes from Headspace and when we're trying to create something from Headspace, it usually never works. We need to create something that is so powerful that is so in alignment with who we are, with what we represent, with how we can facilitate transformation and people with what feels really good for us and what also feels really good for our potential clients.

For today. I want you to not think so much and I really want you to feel into what I'm saying and some of the questions that I'm going to be giving you so that you can create a program that feels so freaking amazing to you that literally it will go flying off the shelves because of your magnetic attraction to the program and to the people that it's for. This is exactly the process that I go through. When I am creating something new and people instantly buy like within an hour or even less sometimes of me putting this out there, I will automatically and instantly get buyers. It really does have to do with just feeling amazing about the product, knowing the value that's in the product, standing behind the product, having certainty in your results, all of that is so much more important. Then the logistics, then how long the program is then how many calls people get or how many modules or what's inside or what kind of access it is, the energy around the program that is going to pull people in.

So I really want you to understand and know that so that you can start to create things that are effortless on your part, but that gets big transformation and big results for your clients. I will always want you to start with what feels in alignment for you. So like I mentioned earlier, the big mistake that we tend to make is that we're trying to do what we think other people want. And here's the deal. We don't actually know exactly what somebody's going to buy and or what they need and a lot of times I have clients who will say, I've had so many people ask me for this so I'm going to create this and then they create it and nobody buys it. When you create something that's in full alignment with you, what you're going to do is you're also going to create the space to receive the clients who are in alignment

with that offer instead of trying to mold and fit and create something just because you think somebody in your current audience, my bias, one of the first things I like to think of is what would you have wanted or want in a program?

So a lot of you listening to me now have probably been in this online space for a while. Even if you're brand new, you likely have taken courses, programs, one on one coaching, mentorship, been in a membership, been in a mastermind. I want you to think back to what may have been missing in some of the programs that you were in. Here's the deal. We tend to attract people who are like us. We tend to attract people who have the same buying habits as we do. We tend to attract people who have the same values as we do. So if you can think back to like a program that you took or maybe one that you're in right now, think about like what would have made this program a home run, right? So maybe you got some really amazing things out of the program, but in the back of your mind you were thinking like, Oh, I really wish that this was also included or I really wish that we would have gone over this or I really wish that I would've had this kind of access.

So think about that. You can also do this with a program maybe that you weren't happy about. You know, think about like what were the things that would have just made this a hell? Yes, you would have been screaming from the rooftops for everybody to join this program. And those are kind of some of the elements that you will want to include when you're thinking about your program. You also want to think about the kind of people that you're calling in. So I just talked a little bit about how we tend to attract people who have the same values as us, but really it depends on our confidence, right? So if we're someone who is not feeling so super confident or is doubtful, we're also going to tend to attract that. So really think about who do I want to serve in this program? What types of people are they into personal development.

Are they savvy in business? Do they value investing in themselves? Have they taken courses before? Are they at a certain place in their business where their relationship or their life figure out exactly the kind of people you're calling in and then decide what do they want? What does somebody of that caliber desire most? And start to think about some more elements that you may be putting in your program. So what feels easy and exciting is one of the things that I like, you'll hear me say this probably hundred times if you listen to this podcast or if you join any of my programs, I always go off what feels easy and exciting because if something feels difficult to do or facilitate within a program, if it feels heavy, if it feels restricting, you're not going to have the same energy around it. And then you will also start to resent your clients.

Say for example, you are thinking about doing a group program or maybe you're thinking about doing a course and you want to charge \$1,000 for the course or \$500 for the course, but then you feel like, well maybe people will want it more if I also give them one on one, but you really don't want to do one on one and or you know that for one-on-one access people should be paying a hell of a lot more. But you do it and you offer it because you think that people will say yes to it and then you have this weird funky energy around it. You really won't sell that many spots. And then the spots that you do sell, you'll start to create resentment around. So always think about what feels easy for me and what feels exciting for me. And this is not about being selfish.

Well, it kind of is because the better state that you're in, the better results you're going to be able to get for your clients, the better you're going to be able to show up for them. So what feels easy and exciting as far as facilitating within your group? Is it group calls on zoom? Is it live streams? Is it audios? Is it prerecorded videos? Is it one on one? Is it live elements like live events or retreats? What feels easy and

exciting for you to implement and start to incorporate those things into your program? Logistics can always come later, right? The how can always come later. The amount of calls, the amount of this, it can always come later. I wouldn't even really think about like if I created the most amazing program, what would that look like? Like if I literally had all the resources in the world, if I knew that people were going to buy this thing, if I was really in my zone and really in alignment with this offer, what would it look like?

I want you to actually do that exercise. I want you to journal that and see what comes up. Try as hard as possible to not let your head get in the way to not let the hell get in the way and just really think about the most Epic experience that you can give to your ideal clients. The value of the program comes from the results. A lot of times we think that the value comes in, the amount of time that people have with us or the amount of content that they get or how many modules, but people don't really care about that. What they really care about is the results. Who are they going to be when they walk away from this program? What are they going to get? What are they going to be able to do? What are they going to be able to have?

Who are they going to be able to be? Think about those questions. And those are the results of your program. Once you have that, you can kind of work backwards. So now that I know that the results are now that I know what I want somebody to feel and be and do and have at the end, what needs to be included? Or what modules do I need to put in, or what topics do I need to talk about in order to create those Epic results? So that's another mistake we make is we try to think about like what are all the things that I want to teach? And then we overcompensate when really the amount of things that need to happen or the amount of time that needs to pass does not have to be big in order to equal big results. That's another place where we get in our Headspace like, Oh, if I want someone to have like Epic transformation and Epic results, it's gotta be really long, right?

If you think about therapy, traditional therapy, people typically go to therapy for years and years and years. Sometimes people go their entire lives. It's like the cycle of not really getting there. When you think about your programs and the transformations that you want, I want you to think about how you can get to that person there as quickly as possible. Now, I don't know about you, but for me, I would rather pay someone to get me a result quickly than to drag it out. So for example, I have a program called reclamation that is 16 days long that promises to give Epic quantum shifts in identity in how you're showing up and in the life that you're living. It could have been a six month program, it could have been a year long program, it could have been three months or six weeks. It's 16 days.

But I guarantee you the transformation is going to be better, faster, more integrated and immersive than a long program. Obviously this is not for everyone or everything, so I have nothing against longer programs, but I want you to think about the experience that you want your clients to have when they're working through this stuff with you and how you get them to that result. Now, one more thing I do want to talk about when you are considering your program is I made this mistake in the very beginning where I wanted to just give people everything I wanted to throw, like literally everything, including the kitchen sink into my programs because I thought that that's where the value was. I didn't realize that the value was in the results and that people could only get results if they actually went through the program, if they actually completed the trainings and the lessons and integrated them.

That was the only way that people would get results, but I in the beginning thought, if I just give people everything that I know that's going to give them the results, they're going to think I'm amazing. But what happened was I ended up creating a program where each module, I believe there were six, six or eight

modules. Each module, it was about five and a half hours of content and that didn't even include the integration time and them actually implementing the work into their business. A lot of people joined. I really enjoyed the content. Many people just didn't have the time, energy, bandwidth or space to spend that much time on a program. So a lot of people didn't complete it. You know, they only got through a few modules before it became overwhelming and too much. So I want you to think about that when you're coming up with your programs as well.

What is the number one thing that people need to know within that topic? So let's say you have five different topics that these are like the core things this person needs to know in order to get X result. So within those five topics, the main things of your program, you really just want to have one, two, three, no more than three kind of sub lessons within that. So you'll have one main module slash, topic, slash, training, and then within that training you're really going to hit on just one to three points, the most important points and leave the rest out. This is why now my clients get such Swift results and fast results because there's literally like I literally stripped away all of the fluff and said, if you just master this one thing, you will get results. So that's what I want you to think about when you're actually thinking about the content within your program and how you're putting it out there is what is the number one thing that I need to know about each main topic.

So I'll give you a quick example so that you can understand a little bit more. If I go back to that program that I created where I literally gave everything I had a topic or a on social media and I thought, wow, wouldn't this be great if I did a training on every single platform out there? Maybe not every single one, but pretty much so I thought it would be a wonderful idea to have a training on Facebook groups, on Facebook ads, on Twitter, on Pinterest, on Instagram, on Periscope. At the time, it doesn't exist anymore, but at the time we were doing Periscope and so instead of teaching like the foundational social media strategies that can be used on any platform, I had a training specifically for each platform. That was a big mistake. So instead when I revise the program and rebranded and redid the program, I decided to go more with the foundational, really focus on, no matter what platform you're on, if you just know this one thing or if you just do these two things, you're going to be successful and it made a hell of a difference in the people that took the program after and were able to implement those strategies on whatever platform they chose.

So that's where I want you to think about too, when you're thinking about your topics, there might be 10 things that you could talk about within that topic. Choose the top one, two or three and dive deep into that. If they can master the top things that need to be done, then they're going to get the result. They don't need to know all the other seven ways. So that's it. For this week's lesson, I want you to really think about this and brainstorm on what the ideal program would be. I want you to start with the questions that I gave you earlier about being in alignment, doing what's easy doing, what's exciting, knowing the people that you want to call in and how you want to facilitate the program, the value that people are going to get, the results that people are going to walk away with.

Start there and then you can start to work in, okay, how am I going to get them there and what are the topics that I need to discuss? What do they need to know and what do they need to implement step-by-step in order to achieve X result? So that wraps it up for today's show. I am super excited to hear how you are going to implement this in your own business to create an Epic program that people just can't wait to get their hands on. So thank you so much for joining me today. If you have not listened to episode 21 where I talk about how inspired action and creation can make you rich, I highly recommend you go back to that. You can actually head on over to the show notes for this episode. Can Jen scalia.com forward slash E 29 that's the letter E and the number 29 and I will also link up episode 21

here for you as well so that you can create a program that people want to buy before you even talk about it. That's it for the show and I hope to see you back here next week. Let's keep this conversation going to join us in the private

discussion group, the ambitious Bay, but we're ambitious, driven online entrepreneurs. Go to get the mindset and strategy to grow and scale their online empires. Join the ambitious babe at [Jenn scalia.com/tribe](https://jennscalia.com/tribe).