

# Virtual Coach Accelerator

# Inner Game of Coaching

Creating Your Program or Book

# Foundations of Creating Effectively

- In today's saturated market, proving your value through demonstrated expertise is crucial.
- It's not enough to just promise value; you need to prove it. Creating an online course or writing a book positions you as an authority in your field.
- Creating a course or book offers numerous benefits for coaches, both in terms of personal brand development and the ability to reach and impact a broader audience.
- Some key reasons why we should consider creating a course or book:
  - Establish Authority and Credibility
  - Reach a Wider Audience
  - Passive Income Stream
  - Long-Term Impact
  - Personal Brand Building
  - Professional Development
  - Marketing and Networking Opportunities

# Choosing Your Topic

- The foundation of a great course or book is a topic you're passionate about. What are the areas where you have knowledge and/or a deep personal interest? Where have you observed recurring challenges or questions? These two areas creates an intersection that often reveals topics that are not only engaging for the us to explore and teach but also highly sought after by our audience
- Engaging in this reflective process helps ensure the chosen topic resonates on a personal level, enhancing the authenticity and impact of the content as well as offering a transformational experience, (thus solving the real problem or fulfilling a need within your client).
- Feel free to do some research to find out what your client is interested in and/or consider how your unique experiences and skills can offer a fresh perspective or solution. Look for gaps in the market your course or book could fill. Or where you have a new or different insight or style on a particular topic.

(You do not have to reinvent the wheel here, even your version of the wheel is a controbution)

# Start With Your Why

- A key factor to begin with is identifying Your "Why". What are the reasons behind creating your course or book?
- Your 'why' fuels the transformation you aim to create. When you're clear on why this topic matters to you, your conviction resonates with your audience, making the learning experience all the more impactful.
- What Motivates you? Ask yourself what personally motivates you to wake up every morning and do what you do. Understanding your motivation can help pinpoint the passion you wish to share through your course or book.
- What Impact Do I Want to Make? Consider the change or impact you aim to create in your audience's lives. What difference do you want your course or book to make? How do you want people to feel or act differently after engaging with your content?

# Brainstorm/Mind Mapping

- Brainstorming and mind mapping are crucial steps in creating anything in your book or course because they serve as foundational tools for organizing thoughts, ideas, and information systematically.
- These techniques facilitate the creative process, allowing authors and course creators to explore concepts deeply, structure their content effectively, and ensure comprehensive coverage of the subject matter.
- Keep transformation in mind while brainstorming. Ask yourself: ‘How does this idea help my audience move closer to their desired outcome?’—it ensures each concept leads them one step closer to the change you promise.
- Several reasons why brainstorming and mind mapping are indispensable in the content creation process include:
  - Idea generation and exploration , Structure and Organization , Clarity and focus,
  - Engagement and innovations, Collaboration and feedback , Efficiency and productivity

**NOTE:** This not just useful for books or courses, doing this for all goals, ideas or even if looking for new pathways and clarity is useful and effective.

# DIY Mind Mapping

Use mind mapping to brainstorm and organize your ideas visually. This tool helps in structuring your course or book's framework and is an effective way to connect different ideas and identify the core topics that will form the basis of your program.

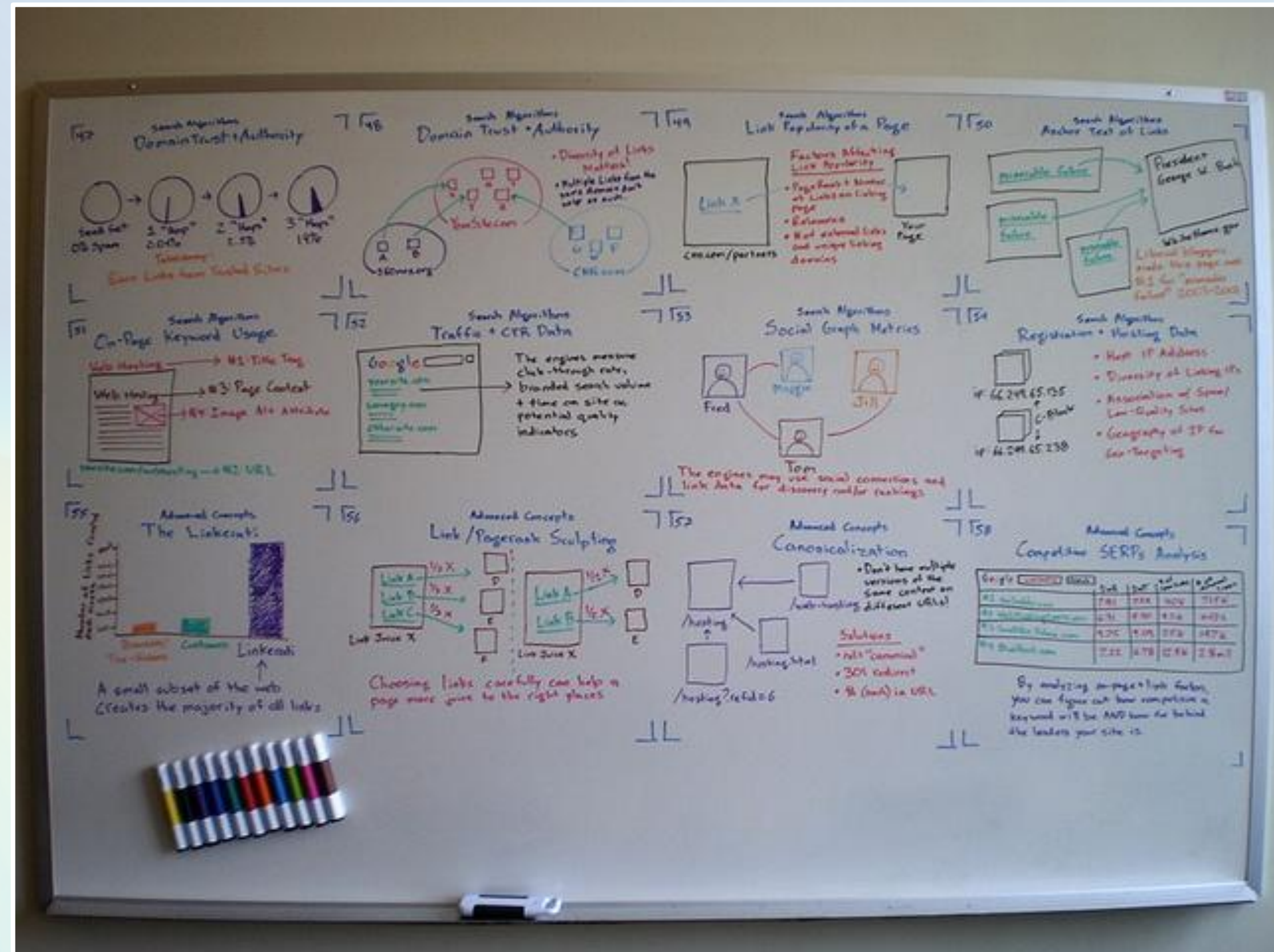
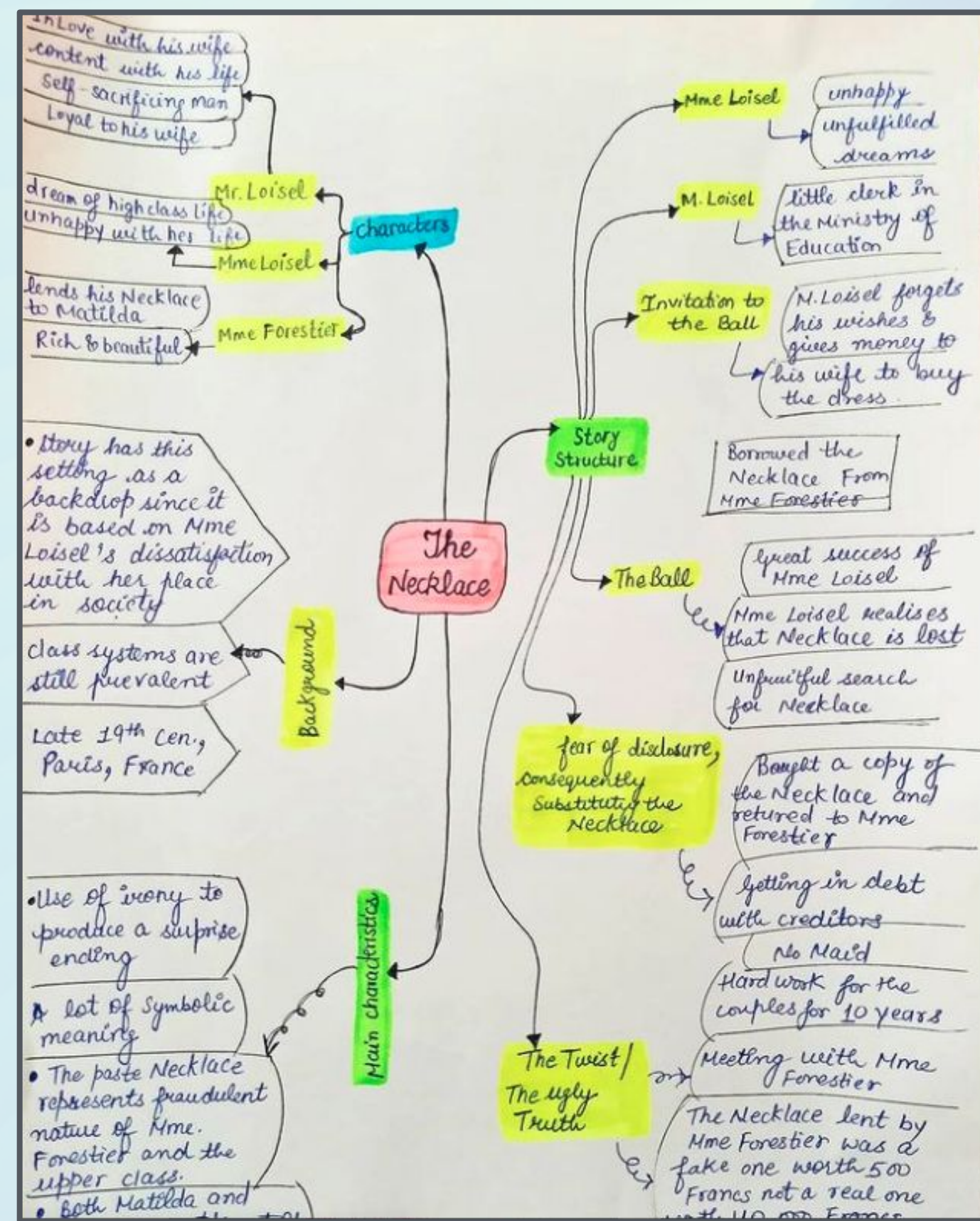
1. Begin by writing down the central idea or theme of your book or course in the middle of a blank page
2. From the central idea, draw branches outward to represent the main topics or chapters you plan to cover. These branches should be the primary subjects that directly relate to and support your core concept.
3. From each main topic branch, draw smaller branches to explore subtopics, ideas, examples, research points, or any other details relevant to that section. (This step is where brainstorming really comes into play; allow yourself to freely list out any ideas that come to mind without worrying about order or importance initially.)
4. Connect Ideas: Look for connections between different topics and subtopics. Sometimes, an idea under one branch may relate to another, highlighting interconnections that can enrich your course or book's structure. Use lines or arrows to show these relationships.
5. Include questions and challenges or exercises you want to address or include in your course or book. This ensures that your content is interactive and engaging, encouraging your audience to actively participate in their learning journey.

# DIY Brain Dumping

Use brain dumping to brainstorm and (eventually) organize your ideas visually. This tool helps in structuring your course or book's framework and is an effective way to connect different ideas and identify the core topics that will form the basis of your program.

1. Begin by writing down the central idea or theme of your book or course at the top of a page
2. From the central idea, free flow all ideas that come to your mind on separate pages
3. On each main topic page explore subtopics, ideas, examples, research points, or any other details relevant to that section. (This step is where brainstorming really comes into play; allow yourself to freely list out any ideas that come to mind without worrying about order or importance initially.)
4. Connect Ideas: Look for connections between different topics and subtopics. Sometimes, an idea under one page may relate to another, highlighting interconnections that can enrich your course or book's structure. Use highlighters, post-it notes or sticky arrows to show these relationships.
5. Include questions and challenges or exercises you want to address or include in your course or book. This ensures that your content is interactive and engaging, encouraging your audience to actively participate in their learning journey.

# Examples



# Organize Your Content

- With your 'why' clear and a mind map of your ideas, create a detailed outline. This outline will serve as a roadmap for your content, ensuring that you cover all necessary topics methodically and logically. It's also a crucial step in keeping your content focused and aligned with your objectives. Develop content that speaks directly to your learning outcomes.
- When grouping modules or chapters, consider how each segment propels your audience from where they are to where they want to be. This ensures the learning path is deliberate and transformational.
- Group your content into logical modules or steps that build on each other. This structured approach ensures a smooth learning journey, making the complex information more digestible and engaging.
- Consider the learning sequence and how each part contributes to the overall journey of transformation for your clients.
- Avoid the trap of including too much information. Instead, focus on content that facilitates the transformation you've intended/promised. Incorporate various teaching methods and perspectives to cater to diverse learning styles.(Towards/Away, Growth Vs Achievement, How/What)

# Define The Transformative Results

- A powerful transformation is the foundation of compelling marketing. Your program should promise and deliver a clear transformation/result. Define what your students will know, do, or feel differently by the end of the course/book. Use these outcomes to structure your content and ensure every piece contributes to these goals.
- Once you crystallize the specific results people can expect, your course or book practically markets itself through clear, tangible outcomes.
- Clear, compelling outcomes are essential for selling your program and for guiding content creation. This is also the key for marketing, selling and sharing your work.
- Be sure that your content aligns with these outcomes, providing a clear value proposition to your prospective clients/readers.
- **\*\*Create a sacred deadline-** Make it a high priority and set up clear consequences. This ensures that the deadline is met without any compromises on quality. Having a clear and significant consequences for missing a sacred deadline helps you stay committed and on track. . (ie: financial loss, loss of reputation, or missed opportunities.)

# Exercise

1. What Am I Passionate About? What do I feel I have personal or professional skills/experience at?  
Identify topics or issues you're deeply passionate about. Your "why" is often rooted in these passions, guiding you to create content that not only interests you but also serves and inspires others.
2. What Unique Perspectives Can I Offer?  
Reflect on the unique insights, experiences, and perspectives you bring to the table. How do these differentiate you from others, and how can they add value to your audience's lives or the broader conversation?
3. Who Am I Trying to Help?  
Define who your ideal audience is. Understanding who you're trying to help or influence can clarify your purpose and ensure your message is tailored to their needs and challenges.
4. What Problems Can I Solve? What Problem Can I Make Easier?  
Identify the specific problems or challenges your course or book aims to address. Knowing the issues you're passionate about solving can solidify your "why" and guide your content creation process
5. What Has My Journey Taught Me?  
Reflect on your personal and professional journey. What lessons have you learned that you feel compelled to share with others? Your unique journey can provide valuable insights and inspiration for your audience.
6. Use ChatGPT prompt to help you even further AFTER asking yourself these question in your group