

CREATE A NEW INCOME STREAM

OUTLINE YOUR FIRST/NEXT ONLINE PROGRAM & LAUNCH IN 30 MINUTES

MARTHA FRASER



Outline Your Next Online Program & Launch In 30 minutes

Design Your Online Program & Launch In 30 minutes

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[Packaged Your Expertise To Expand Your Business Online or Create New Income Streams.](#)

[Happy Story - ALISON HOGAN, Owner, PilatesOnline.ie](#)

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Overview

Welcome to this template that will help you outline your next online program and launch in 30 minutes! I know you have been thinking about creating your next online program for so long or perhaps it is your first online program. You are unsure where to get started or how!

However, I want to tell you after you make a few decisions it becomes really clear and then the next steps become even clearer! So I want to give you this template and checklist so that you can get started straight away!!

I hope this brings your great clarity on the path to you online success!

This is all part of the the incredible work we do in the Create and Launch Mastermind. If you are interested in getting the support you need to bring your online program to life and get great results, you can read more about it here.

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Fill in the template below and then join me on the live masterclass webinar Create and Launch Your Online Program in 7 steps to learn how to implement the template. [Join my free facebook group Online Stars to watch for dates of up coming webinars.](#)

All the best
Martha

Outline Your Next Online Program & Launch In 30 minutes

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Online Program Ideal Customer Summary

| | | | |
|--------------------------|--|---------------------------------------|--|
| Customer Problem | | Why this problem is important to them | |
| Age and Sex | | Occupation | |
| Words they identify with | | The cost of solving this problem | |

Freebie Details

Give them something for free that solves a small part of their problem, this is often the pre-work for the solution for the bigger problem.

| | | | |
|-------------------|--|-------------------|--|
| Freebie Name | | Format | |
| Problem It solves | | Targeted Customer | |

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Online Program Details

| | | | |
|--------------------------|--|---|--|
| Online Program Name | | Program Type Start/end date or evergreen or subscription | |
| Length of Online Program | | Lifetime access or set date access | |
| Problem It solves | | Next step for customer | |

Online Program Pricing

| | | | |
|---|--|---------------------------|--|
| Full Price of the Program | | Full Price Payment Plan | |
| Introductory Price of program (reduced rate, early bird) | | Introductory Payment Plan | |
| Best Payment Plan Offer - Longer payment plan with lower monthly repayments | | Affiliate Fee/% | |

Online Program Sales Projections

| | | | | | |
|---------------|--|---------------------------|--|---------------|--|
| Product Price | | Number of Sales Projected | | Total Revenue | |
| Intro Price | | Number of Sales Projected | | Total Revenue | |

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Online Program Launch Plan

| | | | |
|---|--|-------------------------------------|--|
| Length of Launch in days/weeks/months | | Online Program Cart Open/Close Date | |
| Launch Start Date/end Date | | Online Program Reopen Date 24hrs | |
| <p>Launch Idea</p> <p>Examples:</p> <ul style="list-style-type: none"> Challenge Webinar Blog FB Lives FB Group Live Coaching Live Event Social Media Campaign Press Release/Radio | | | |

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Create and Launch Checklist

| Tick | Category | To Do |
|------|--------------------|---|
| | Ideal Customer | Define Ideal customers, problems and possible solutions |
| | | Identify problem solution for your online program |
| | Community Building | Create Your Community Building Plan |
| | Freebie | Freebie defined and created |
| | | Freebie optin page |
| | | Freebie invite to webinar/launch page |
| | | Freebie facebook ad |
| | | Freebie email sequence |
| | Webinar | Webinar optin page |
| | | Webinar Facebook Ad |
| | | Webinar Email sequence |
| | | Webinar Content & links |
| | | Post Webinar email sequence |
| | Online Program | Online program problem solution defined |
| | | Online program created |
| | | Online program sales page |
| | | Online program email sequence |
| | | Online program payment gateway |
| | | Sales page for online program upsell/downsell |
| | | Online program Launch setup pdfs, groups |
| | | Online program Launch running |

Outline Your Next Online Program & Launch In 30 minutes

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| | | |
|--|--------|--|
| | Launch | Launch plan created |
| | | Launch dates set |
| | | Calendar blocked out for Launch |
| | | Sales funnel defined |
| | | Resources defined for support if necessary |

| | |
|---|---|
|  <p>Martha Fraser, Create and Launch Mastermind Founder</p> | <p>Packaged Your Expertise To Expand Your Business Online or Create New Income Streams. Create and Launch Mastermind Starting Jan 2018 Click Here To Learn More</p> |
|---|---|

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I first met Martha when I took the plunge and attended her two-day 'Retreat to move forward' workshop. Even though I was hugely out of my comfort zone I enjoyed the dynamic of the small group and the space it gave to seriously start to create your online product. In doing so we got to explore exactly what that was and gain fantastic insight and clarity. Following this, I just knew that Martha's MasterMind group was for me and even though I had a big price objection (its hard to justify a big spend both financially and time on a pie in the sky dream) I dived in head first.

I could not be happier and comfortable with the amazing ladies in my group and of course Martha. Her Mastermind structure is fantastically designed to organically grow your knowledge base and hone your online skills without limiting your ability to 'do' during the 9 months. Martha is an endless stream of sound advice and recommendations based on her own 'tried and tested' experience which is an important factor for me.



MarthaFraser.com

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I started the mastermind in February and in just 3 months I've already had my first 4figure launch for one product and I'm currently launching my second! If I had not listened to my heart when it called, I would have found plenty of objections to undertaking this programme, and I would be still merely dreaming of what I have already achieved! I am excited about the limitless possibilities the next 6 months will bring for each of us as we support and cheer each other on to great things.. under Martha's watchful eye of course!!

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Walk where your heart leads you, come take a step to your future, come join my online family where I will help you birth your online program to the world. Guiding you to each milestone and success with support and love.